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red carpet.

PRESS RELEASE

**"ALÈ EUROPE": SHOOTING KICKS OFF IN OSTIA STARRING OLYMPIC  
MARCH CHAMPION ANTONELLA PALMISANO**

ILBE S.p.A.

P.IVA/C.F. 11636381003

SDI SUBM70N

S.I.A.E. n° 213846

iervolinoentertainment@pec.it

www.ilbegrup.com

*Shooting kicked off today on the fourth episode of "Alè Europe," the series that chronicles through sports champions 12 successful projects made possible by European Union initiatives*

Ostia (Rome), March 11, 2023 – **Antonella Palmisano, Olympic march champion at the Tokyo 2020 Olympic Games**, arrives in Ostia today to shoot the fourth episode of "Alè Europe," the **new series produced by Red Carpet, a company of the Iervolino Group & Lady Bacardi Entertainment**.

"Alè Europe," which will be available for free on CHILI starting in April, is an original and unprecedented format. In the course of the episodes, 12 champions tell their stories, discovering unexpected points of contact with successful projects made possible by European Union initiatives and funds: stories of rebirth of places and monuments, redevelopment of areas, scientific research, new technologies, associations and events in areas of Italy where they grew up or with which they have a special connection.

The episode will tell about the new European Union program "Just Transition Fund" connected to the Puglia region. The episode focuses on the redevelopment of the city of Taranto thanks to more than 800 million euros in European funds, designed to support the ecological transition and active inclusion of workers in the area.

"Alè Europe" is a first-ever winning project of the European call for proposals - Support for information measures relating to the EU Cohesion policy. The project was developed with financial support from the European Union.



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### **Red Carpet**

Red Carpet has been operating since 2008 in the world of entertainment through three lines of business: celebrity management, consulting in ADV, communication & marketing and production of original audiovisual content. Red Carpet to date boasts more than 3,000 guest appearances in more than 1,000 TV programs and events, more than 450 cross-media "brand integration" projects, and more than 50 original productions and branded content, numbers that make it a benchmark for the entire Entertainment & Media industry. Over the years, it has consolidated collaborations with its historical clients such as media centers (e.g., GroupM, Omnicom) and broadcast (e.g., Prime Video, DAZN, RAI) realizing valuable activities for brand clients such as Ferrero and McDonald's, and activated new partnerships with the likes of Kia, Barilla and Poste Italiane.

### **Iervolino and Lady Bacardi Entertainment**

Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, founded by Andrea Iervolino and Monika Bacardi and active in the production of film and television content including, mainly, films, TV-shows, animated web series. The company also operates through its subsidiaries Arte Video, and Red Carpet, IES Serbia and Wepost. It has been listed on Euronext Growth Milan - IT0005380602 - IE since 2019 and on Euronext Growth Paris - IT0005380602 - ALIE since January 2022. In fiscal year 2021, ILBE reported revenues of €152m, EBIT of €24m, and net income of €18m.

### **For more information**

Press and Communications Office:  
Comin & Partners

#### **Eleonora Artese**

M +338 6596511  
[eleonora.artese@cominandpartners.com](mailto:eleonora.artese@cominandpartners.com)

#### **Andrea Chirillo**

M +347 923 3706  
[andrea.chirillo@cominandpartners.com](mailto:andrea.chirillo@cominandpartners.com)

#### Investor Relations:

Giorgio Paglioni  
Investor Relations Manager  
M +39 335 6442260

Simona D'Agostino  
Investor Relations Advisor  
[simona.dagostino@hear-ir.com](mailto:simona.dagostino@hear-ir.com) [ir@iervolinoent.com](mailto:ir@iervolinoent.com)  
M +39 335 7729138

#### Euronext Growth Milan: Alantra

Alfio Alessi  
[alfio.alessi@alantra.com](mailto:alfio.alessi@alantra.com)  
M +39 334 3903007

**ILBE S.p.A.**  
P.IVA/C.F. 11636381003  
SDI SUBM70N  
S.I.A.E. n° 213846  
[iervolinoentertainment@pec.it](mailto:iervolinoentertainment@pec.it)  
[www.ilbegrup.com](http://www.ilbegrup.com)