



MACHA ACCELERATES ITS EXPANSION IN ITALY WITH ILLIMITY'S SUPPORT

A 4 MILLION EURO LOAN TO BACK THE COMPANY'S GROWTH PLAN WHICH ENVISAGES THE FIRST 50 NEW STORES IN 2022

Milan, 28 October 2021 – Macha S.r.l. (“**Macha**” or the “**Company**”), the owner of the fast-casual catering brand of the same name, identifiable with a healthy food proposal, has obtained a loan of approximately 4 million euro from illimity Bank S.p.A. (“**illimity**” or the “**Bank**”).

The loan – with a 5-year term – will speed up the growth plan already envisaged for Macha, with sales points to be added in both the “Macha Cafè” and “Machapokè” formats and a total of 50 new stores to be opened by the end of 2022. In particular, in 2019 the Company decided to dedicate a brand of its own to pokè, one of the leading dishes in Hawaiian cuisine that has always been found in Macha’s offer, in order to concentrate on the “build your own” formula.

The objective of the growth plan for Macha is to expand the brand’s presence throughout Italy by exploiting both the significant growth in the healthy food segment and the perfect compatibility of its products with the takeaway and delivery approach. More specifically, the plan focuses on opening stores in the central-northern regions of the country, all directly operated.

Macha was founded in 2016 by Tunde Pecsvari and Antonio Scognamiglio, both already having a ten-year experience in retail food, with the aim of offering its customers healthy, balanced and tasty cooking. The internationally influenced format takes its inspiration from the phenomenon of “matcha bars”, widespread not only throughout Japan but also in the United States and Australia. Matcha, a prized variety of Japanese green tea, is the symbol of a healthy lifestyle and combines perfectly with pokè and all the other Macha proposals based on superfoods and avocados. Conceived from the start as a lifestyle brand, Macha is now not only frequented by influencers, trendsetters and millennials, it also acts as the ideal destination for a very broad-based and diverse clientele.

The Company currently operates in 4 Italian regions through 19 sales points, to which another 5 will be added by the end of the year. The business has been growing at a significant rate in 2021, already achieving a positive EBITDA in the first six months and will end the year with revenue of over 7 million euro, thanks to the pick-up in the economy and its proposals in line with the latest trends, such as delivery combined with healthy dishes and sustainable products. In this respect Macha puts considerable emphasis on the traceability of its raw materials and packages its items using environmentally friendly and compostable materials. Macha’s potential has also been recognised by illimity, which has now become the accelerator of its growth in Italy.



Tunde Pecsvari, Co-founder and Director of **Macha** commented: *“Five years ago my partner Antonio Scognamiglio and I dreamed of creating a vibrant, modern place that speaks an international language, looks towards the future and communicates with the new generations. An innovative and sustainable format to be carried throughout Italy and put into effect by a healthy and sound business that can count on a lean and efficient organisation. Today we are able to say that we have achieved our objective, and this new partnership with illimity, of which we are highly proud, will enable us to establish new horizons for growth in Italy.”*

Enrico Fagioli, Head of **illimity's** Growth Credit Division, stated: *“Macha is the classic example of a young brand which, thanks to brilliant intuition, has succeeded in anticipating trends in the sector. The healthy food and delivery segment is currently undergoing significant growth and Macha has all the right credentials for intercepting and exploiting this trend. It's a company attentive to issues that are close to our hearts, such as health and sustainability, which is why we are pleased to be able to support it in its ambitious growth project”.*

For further information:

Investor Relations illimity

Silvia Benzi: +39.349.7846537 - +44.7741.464948 – silvia.benzi@illimity.com

Press & Communication illimity

Isabella Falautano, Francesca d'Amico
+39.340.1989762 press@illimity.com

Sara Balzarotti, *Ad Hoc Communication Advisors*
+39.335.1415584 sara.balzarotti@ahca.it

Press Office Macha

Ludovica Amat
+39.3472430952 ludovica.amat@amatcomunicazione.it

illimity Bank S.p.A.

illimity is the high-tech banking group founded and headed by Corrado Passera that was created with the aim of responding to specific market needs by way of an innovative and specialist business model. More specifically, illimity extends financing to high-potential SMEs, purchases distressed corporate loans and services these through its platform neprix, and provides digital direct banking services through illimitybank.com. illimity SGR, which sets up and manages alternative investment funds, the first of which dedicated to UTP loans, is also a member of the Group. The story of the illimity Group began in January 2018 with the launch of the special purpose acquisition company SPAXS S.p.A., which ended with a record 600 million euro being raised on the market. SPAXS subsequently acquired Banca Interprovinciale S.p.A., with the resulting merger between the two giving rise to “illimity Bank S.p.A.” which has been listed on the Italian Stock Exchange since 5 March 2019 (ticker “ILTY”), first on the MTA exchange and since September 2020 on the Star Segment. The banking group, headquartered in Milan, can already count on over 600 employees and ended the first half of 2021 with assets exceeding 4 billion euro.

Macha S.r.l.

MACHA is a retail food format created in 2016 out of the intuition of Tunde Pecsvari and Antonio Scognamiglio, both active in the catering business for over ten years. MACHA is a lifestyle brand, it has an international language, it speaks to Millennials and Generation Z and it is the destination of trendsetters, influencers and anyone sensitive to innovation and a modern lifestyle. It is positioned in the fast-casual segment and has a healthy food proposal; it is loved for its pokè, including the “build your own” version, but also for its nutritious and balanced recipes based on avocados and superfoods. With its attractive and well-designed stores, Macha is a welcoming destination for customers who can also select its proposals in the take-away or delivery version. Present in 4 regions in 2021, it will end the year with 24 stores and revenue of over 7 million euro.