

**24**ORE  
EVENTI

# **MERGER & ACQUISITION SUMMIT 2025**

**5th Edition**



# MERGER & ACQUISITION SUMMIT



1 APRIL 2025



MILAN

• LIVE AND DIGITAL

## TARGET

BANKS AND PRIVATE EQUITY  
FUNDS, PRIVATE DEBT, CORPORATE  
INVESTMENT BANKING / FAMILY  
OFFICERS, LARGE CONSULTING  
COMPANIES, INSURANCE  
COMPANIES, BROKERS, LUXURY  
SECTOR, IT SECTOR, CYBERSECURITY  
& INVESTIGATION SECTOR

**Extraordinary finance** instruments are now **ordinary elements** within corporate strategy.

Mergers and acquisitions, known by the abbreviation M&A, represent a key moment in the process of corporate metamorphosis and evolution.

**M&A Summit 2025** by Il Sole 24 Ore, now in its fifth edition, represents the annual opportunity to reflect on **market trends** and to create **discussion tables** thanks to the contribution of leading industry players, entrepreneurs, investment bankers, lawyers, private equity operators, and consultants.

# GENDER EQUALITY

**25%**  
*FEMALE  
SPEAKERS*

**10%**  
*SPEAKERS  
UNDER 50*

We are the first Italian publishing group to be **certified on Gender Equality** according to UNI/PdR 125:2022.

This milestone was achieved thanks to a significant shift in corporate culture towards a more sustainable and inclusive perspective.

This commitment is confirmed in the design of the programmes for all our events.



# 2024 EDITION THE NUMBERS



**31**

**FEMALE AND MALE  
SPEAKERS**

**9**

**SPONSORS**

**1,230**

**REGISTERED  
USERS**

**+1,000**

**PARTICIPANTS**

## CONCEPT

Event with an audience in **attendance** and broadcast in **livestreaming**.

Individual speeches, study presentations, round table discussions, remote or recorded interventions are alternated. A **Q&A session** may be scheduled.

## FORMAT

• LIVE AND DIGITAL

**Live & Digital Event:** in-person or platform-based use. User registration required.

It is possible to review the event on demand on the dedicated landing page.

## DURATION

about **3 hours**



# CONCEPT & FORMAT

# AN INTERACTIVE EXPERIENCE

Through digitised streaming and with a director coordinating the interventions, live events can be **transformed** into **interactive streaming events**.

Event registrants will have access to a section/entry page with a customised player to enjoy a cross-screen and cross-device video stream, with real-time optimisation on the content display.

The streaming format will allow the scheduled insertion of video material and detailed images of the speakers' speeches.

## KEY BENEFITS

Connection of **thousands of users** at the same time (\*)

Connecting **speakers remotely** wherever they are (Italy / Abroad) and inserting **Q&A sessions** (moderated chat)

Possible launch of **surveys**



# WE MAKE EVERY EVENT UNIQUE

- Setting up a **set** at the chosen location

- Director-guaranteed filming with **HD cameras**

- Program opening **theme song**

- Guests accompanied on stage by **graphics** and **background** music

- Possibility to connect **guests remotely**, via platform

- Possibility to add **animated content** (slides/videos) to each speaker's speech



# HOW WE COMMUNICATE IT

## \* PRINT

2 **advertisements** in Il Sole 24 Ore  
**Half page** format (60 forms,  
312x222)

## \* BANNER CAMPAIGN

**MPU box** on the website  
[www.ilsole24ore.com](http://www.ilsole24ore.com)  
**Box** format (300x250)  
Duration: **1 week before the event**

## \* WEB & DIRECT MARKETING

Dedicated **landing page** on  
[24oreventi.ilsole24ore.com](http://24oreventi.ilsole24ore.com)

**No. 3 Direct E-Mail Marketing (DEM)** with  
profiled target from Il Sole 24 Ore database

## \* ON SITE

- **Room fittings**
- **Scenography**
- **Theme song**

\* **materials in which the logo is to be visible**

## SOCIAL MEDIA

**4 weeks** of communication on the social  
channels of the entire network

**Meta + LinkedIn** to maximise the reach of  
the message and intercept the target  
audience

## FIXED POSITIONS ON THE.COM

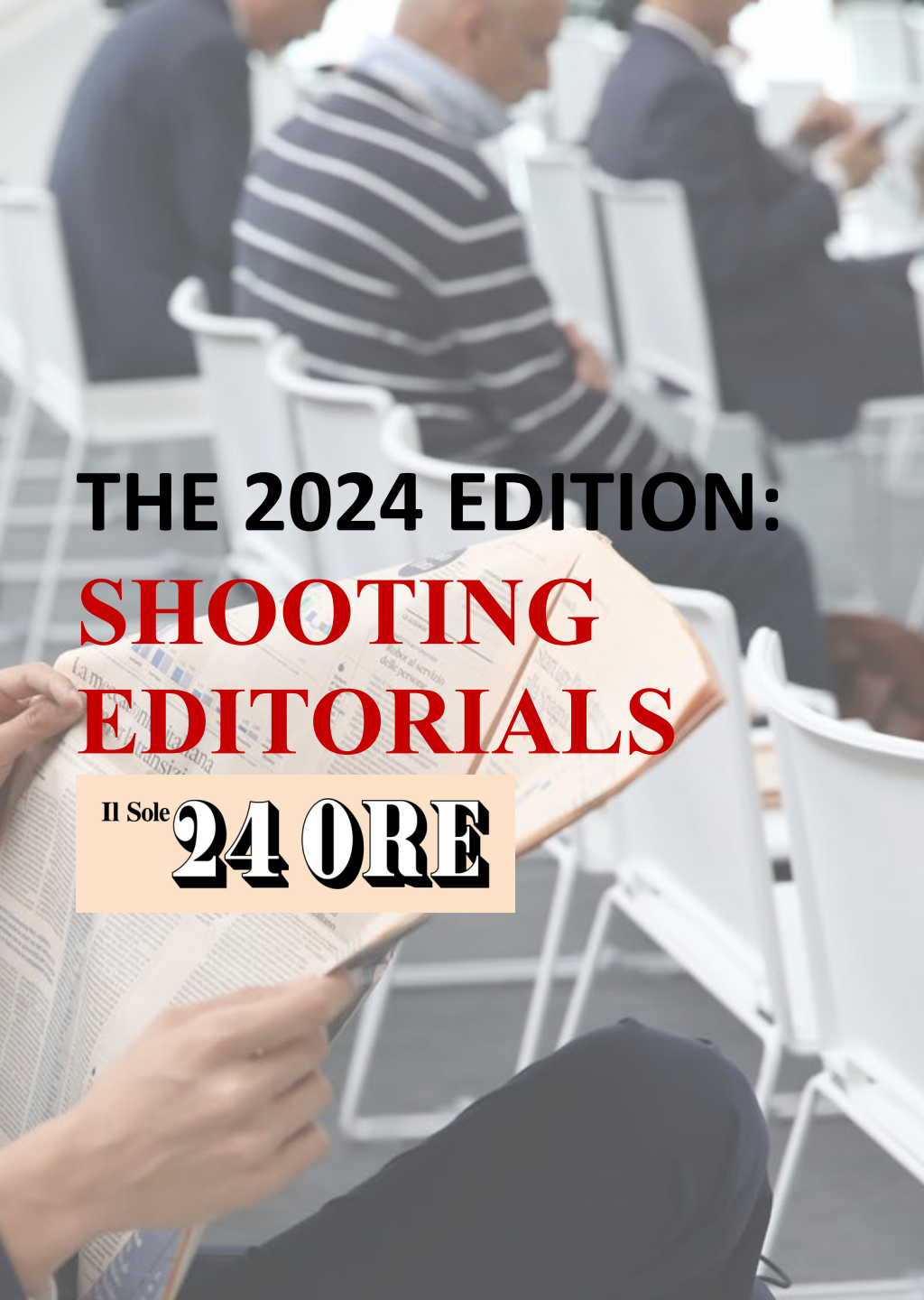
- **Manchette** homepage  
[www.ilsole24ore.com](http://www.ilsole24ore.com)
- **Box Brand Connect** ROS at  
[www.ilsole24ore.com](http://www.ilsole24ore.com)



# THE 2024 EDITION: COMMUNICATION

DEM

Half page ADV



# THE 2024 EDITION: SHOOTING EDITORIALS

Il Sole **24 ORE**

## Merger & Acquisition Summit a Milano, protagonisti a confronto il 16 aprile

Eventi **Il Sole 24 Ore**

Al via i lavori alle 9.30 all'NH Collection Milano Citylife

Toma il Merger & Acquisition Summit. Evento del **Sole 24 Ore**, in calendario martedì 16 aprile, sulle fusioni e acquisizioni in Italia e a livello internazionale, i trend di mercato e le opinioni dei maggiori operatori del settore, la sfida del consolidamento e delle aggregazioni all'interno di uno scenario complesso per la situazione congiunturale, e ancora le previsioni sul settore anticidici che saranno oggetto di consolidamento e acquisizioni con un sguardo ad alcune aree di particolare interesse come il Made in Italy.

Il Summit che sarà aperto dal direttore del **Sole 24 Ore**, **Fabio Tamburini**, si terrà presso l'NH Collection Milano Citylife a partire dalle ore 9.30 e sarà (esattamente possibile) seguire i lavori in streaming sul sito <https://24oreeventi.ilssole24ore.com/merger-e-acquisition-summit-2024/>.

Fra i protagonisti, **Marcello Sala**, Capo del Dipartimento Economia del Mef e, sempre rimanendo in campo europeo, l'intervista a **Giulio Tremonti**, presidente Commissione Affari Esteri e Comunitari - Camera dei Deputati.

Si parte poi dai dati 2023 per analizzare gli scenari futuri possibili con **Silvano Lenoci**, Head of Corporate Finance Partner KPMG.

Molti i temi trasversali, come l'impatto dell'intelligenza artificiale, con **Emanuele Barberio** (SS&C Intralinks) e i trend macroeconomici con **Marco Perelli** (IMI CIB Intesa Sanpaolo) e **Stefano Valerio** (Gatti Pavesi Bianchi Ludovici). Fra i focus, le strategie dei grandi investitori stranieri nel mercato italiano con **Marco De Benedetti** (Carlyle), **Stefano**

**no Giudici** (Nomura) e **Francesco Pascuzzi** (Goldman Sachs Italia).

Rilevante il ruolo dei fondi di private equity, con **Roberta Benaglia**, **Nadia Buttignol**, **Nicola Colavito**, **Cristina Fogazzi**, **Giuseppe Puccio** e **Paola Rastelli**.

Fra i protagonisti **Andrea Illy**, **Pierluigi Longo**, **Carlo Montagna**, **Riccardo Penati** e **Alberto Vacchi**.

Spazio poi alle banche, con ospiti **Federico Ghizzoni**, **Francesco Lombardo**, **Gaia Mazzaveri** e **Laria Romagnoli**.

Interessante, infine, il focus sul mondo del calcio e dei club calcistici: presenete **Hazem Ben-Gacem** (Investcorp), **Alessandro Antonello**, **Luca Bassi**, **Stefano Campocchia**.

Main Partner del Merger & Acquisition Summit 2024 sono **KPMG** e **SS&C Intralinks**.

Intervengono come Official Partner dell'evento: **Clifford Chance**, **Freshfields Bruckhaus Deringer LLP**, **Gatti Pavesi Bianchi Ludovici**, **Pedersoli Gattai** e **Banca Akros**; **Unicredit**.

### I protagonisti



**SACHELLE ANCONETANI**  
SSA Occurs



**STEFANO GALBIO**  
Managing Director, Head of Investment Banking Italia Nomura



**SILVANO LENOCI**  
Head of Corporate Finance KPMG



**EMANUELE BARBERIO**  
SS&C Intralinks



**PAOLO SERALE**  
Managing Partner Italia Clifford Chance



**FRANCESCO LOMBARDO**  
Managing Partner Freshfields Bruckhaus



**STEFANO VALERIO**  
Managing Partner Gatti Pavesi Bianchi Ludovici



**CARLO MONTAGNA**  
Partner Pedersoli Gattai



**GIUSEPPE PUCCIO**  
Direttore Generale Banca Akros



**RICCARDO PENATI**  
Responsabile Investimenti Banking Unicredit



M&A Summit. Da sinistra Giuseppe Puccio (Akros), Cristina Fogazzi (Veralab), Nicola Colavito (Pervinsula), Nadia Buttignol (Palladio), Paola Rastelli (Vesper), Roberta

# VIDEO SECTION ON

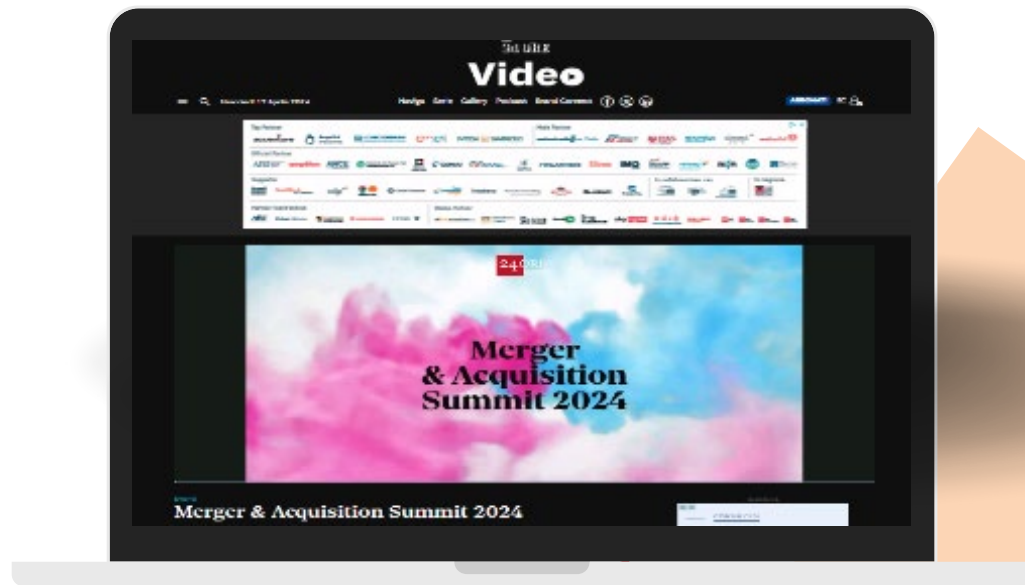
Il Sole **24 ORE**

&

**24ORE**  
EVENTI

The full video of the event will be available:

- within the **events area** in the **video section** of the website [ilsole24ore.com](https://ilsole24ore.com)
- on the event **landing page** at [24oreventi.ilsole24ore.com](https://24oreventi.ilsole24ore.com)



Il Sole **24 ORE**  
**Video**



**24ORE**  
EVENTI

# VIDEOS

# INTERVIEWS



**Single video interviews** by a journalist from Il Sole 24 Ore Radiocor and filming during the event with a crew of 1 cameraman and 1 video camera, amplifying the topics discussed at the event.

Each video interview will last **2 to 3 minutes** and, in addition to being sent to the client for broadcast on their channels, will be:

- Published on the **sole24ore.com website** in the Radiocor section, at the discretion of the editorial staff
- Published on **24 ORE Eventi website**
- Amplified via **social media by 24 ORE Eventi**



# MAIN PARTNER

## INVESTMENT REQUIRED

€ 36.000 net with video interview  
€ 30.000 net without video interview

### REALIZATION OF AD HOC SESSION

- **SPEECH:** ad hoc focus by a partner representative + 2 case histories representatives of the partner's client companies
- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **TICKER:** insertion of 1 promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

# MAIN PARTNER

## INVESTMENT REQUIRED

€ 31.000 net with video interview

€ 25.000 net without video interview

## ONE-TO-ONE INTERVENTION

- **SPEECH:** one-to-one intervention between moderator and partner company representative
- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **TICKER:** insertion of 1 promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

# OFFICIAL PARTNER

## INVESTMENT REQUIRED

€ 21.000 net with video interview  
€ 15.000 net without video interview

### SPEECH AS PART OF A ROUND TABLE DISCUSSION

- **SPEECH:** Within a round table discussion (positioning will be agreed with the editorial team during the drafting of the programme)
- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **TICKER:** insertion of a promotional pop-up at the bottom of the screen during transmission (728x90mm, static png)
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)

# EVENT PARTNER

## INVESTMENT REQUIRED

€ 16.000 net with video interview  
€ 10.000 net without video interview

## VISIBILITY ON EVENT COMMUNICATION

- **PROMOTIONAL VIDEO:** possibility of screening a video of a maximum duration of 30", in the waiting room before the beginning of the event
- **LOGO VISIBILITY:** on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing banner
- **INFORMATION MATERIAL:** post-event download of partner material from the event landing page
- **POST-EVENT REPORT:** provided to the partner, with the following KPIs: members, participants, leads
- **LEAD GENERATION:** provision of files with the names of pre-registered and actually connected users (pre-registered in the platform in accordance with the GDPR regulation)



# KEY PERFORMANCE INDICATORS

## ● REGISTRATION

REGISTER NOW 

Number of registered users at the event

## ● PARTICIPATION

Number of people connected or attending the event

## ● LEADS SUPPLY



File containing the **leads** that gave consent to pass the data to the Event Partner