

# **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

Merger & Acquisition Summit 2024

16 APRILE | ORE 9.30  
MILANO - Via Santissima Colomba 16, Milano

EVENTO LIVE & DIGITAL

1 TEMI

- 1. L'IMPRESA NELLA CRISI: STRATEGIE DI SUPERVIVENZA E RISTRUTTURAZIONE
- 2. LE NUOVE FRONTIERE DELLA FUSIONE E DELL'ACQUISIZIONE
- 3. LE STRATEGIE DI ACQUISIZIONE E LA GESTIONE DEL RISK
- 4. LE STRATEGIE DI FUSIONE E DELL'ACQUISIZIONE
- 5. LE STRATEGIE DI FUSIONE E DELL'ACQUISIZIONE
- 6. LE STRATEGIE DI FUSIONE E DELL'ACQUISIZIONE
- 7. LE STRATEGIE DI FUSIONE E DELL'ACQUISIZIONE
- 8. LE STRATEGIE DI FUSIONE E DELL'ACQUISIZIONE

ISCRIVITI

24ORE EVENTI

KPMG SSC Freshfields NOAMURA 2 Redwood Capital

Half page ADV

24ORE EVENTI

16 APRILE | 09.30 - 13.30  
MILANO  
Via Santissima Colomba 16  
CONFERENZA & DIGITAL

Quali sono i trend della fusione e delle acquisizioni nel mercato italiano? In quali settori sono più attive le operazioni di fusione e di acquisizione? Quali sono le nuove frontiere della fusione e delle acquisizioni? Quali sono le nuove frontiere della fusione e delle acquisizioni? Quali sono le nuove frontiere della fusione e delle acquisizioni?

16 aprile a Milano in modalità live and digital

24ORE EVENTI

24ORE KPMG SSC

24ORE EVENTI

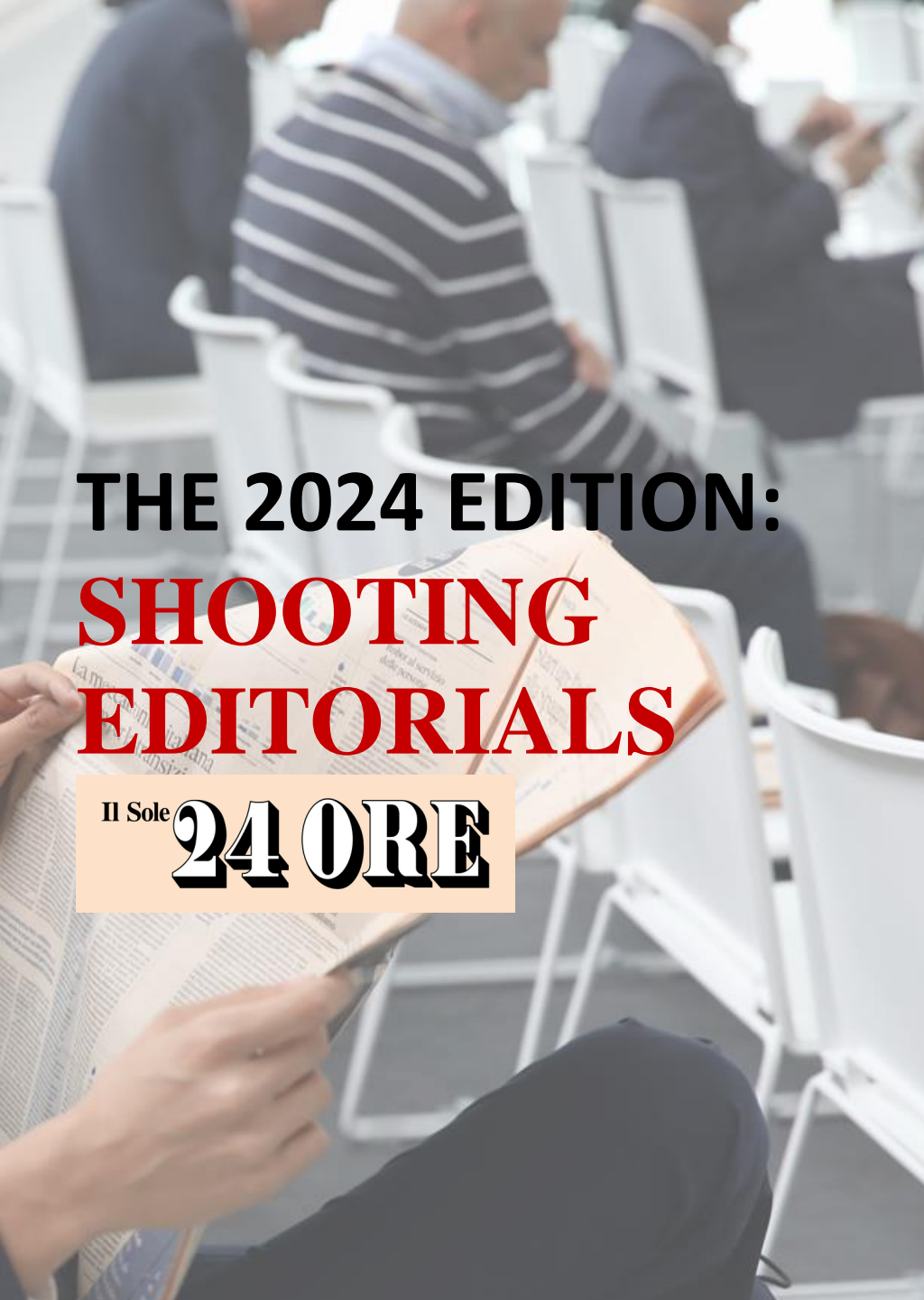
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16 aprile a Milano in modalità live and digital

24ORE EVENTI

24ORE KPMG SSC



# 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 anticiclici 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,

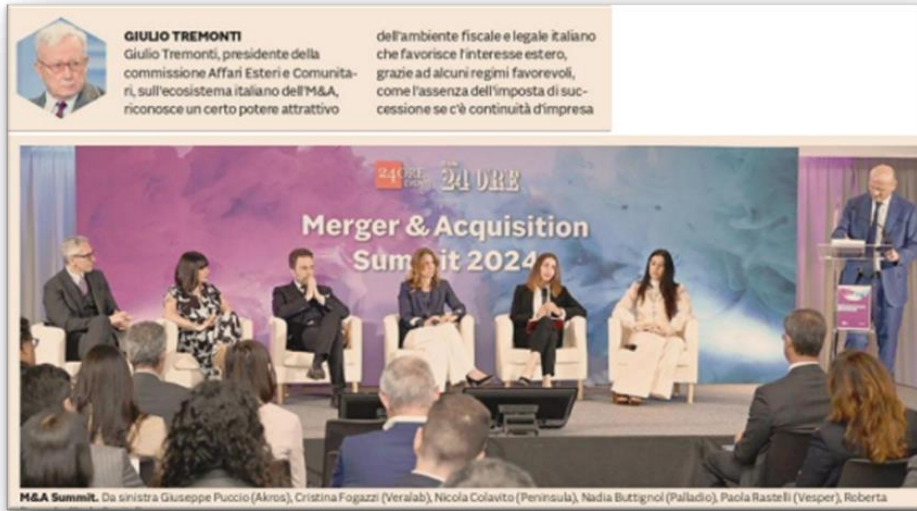
si terrà presso l'NH Collection Milano Citylife a partire dalle ore 9.30 e sarà (esattamente) seguita dai lavori in streaming sul sito <https://24oreeventi.ilssole24ore.com/merger-e-acquisition-summit-2024/>. Fra i protagonisti, Marcello Sala, Capo del Dipartimento Economia del Mef e, sempre rimanendo 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 GIB 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 Giudici (Nomura) e Francesco Pasquazzi (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 Ily, 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.

[www.ilssole24ore.it/it](https://www.ilssole24ore.it/it)



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



**GIULIO TREMONTI**  
Giulio Tremonti, presidente della commissione Affari Esteri e Comunitari, sull'ecosistema italiano dell'M&A, riconosce un certo potere attrattivo

dell'ambiente fiscale e legale italiano che favorisce l'interesse estero, grazie ad alcuni regimi favorevoli, come l'assenza dell'imposta di successione se c'è continuità d'impresa

- I protagonisti
- SARAH ANCONETAN**  
SS&C Intralinks
  - STEFANO GIUDICI**  
Managing Director, Head of Investment Banking Italia, Nomura
  - SILVANO LENOCI**  
Head of Corporate Finance, Partner KPMG
  - EMANUELE BARBERIO**  
SS&C Intralinks
  - PAOLO SERALE**  
Managing Partner Italia, Clifford Chance
  - FRANCESCO LOMBARDO**  
Managing Partner, Freshfields Bruckhaus Deringer
  - 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

# 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

€ 35.000 net with video interview

€ 30.000 net without video interview

### REALIZATION OF AD HOC SESSION

- **SPEECHES:** 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

€ 30.000 net with video interview  
€ 25.000 net without video interview

## ONE-TO-ONE INTERVENTION

- **SPEECHES:** 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
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# OFFICIAL PARTNER

## INVESTMENT REQUIRED

€ 20.000 net with video interview  
€ 15.000 net without video interview

### SPEECH AS PART OF A ROUND TABLE DISCUSSION

- **SPEECHES:** 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

€ 15.000 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