



Tatatu S.p.A.

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PRESS RELEASE

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SUCCESS OF THE LISTING OF TATATU S.P.A. SHARES ON Euronext GROWTH PARIS

Rome, 19 October 2022 – Tatatu S.p.A. (the “Company”) that owns TaTaTu, the first social media and entertainment app to reward users for the value they help generate by spending time on the platform, announces today the successful direct listing of its shares on Euronext Growth Paris (ticker code: ALTTU).

TaTaTu was founded in 2020 by renowned film producer Andrea Iervolino with the aim of becoming one of the world’s must-use social media and entertainment platform. The Company’s vision is that sharing value among the various players that are active in the social media environment, namely (i) the platform, (ii) the content producers and (iii) the viewers, constitutes a new and fair approach to business, which the Company expects will be recognized and appreciated by users. Such an innovative approach is the cornerstone of the Company’s vision of a “sharing economy”.

The direct listing took place on 19 October 2022 through the admission to trading of 814,265,232 shares. The reference share price was €2.00, equals to the subscription price of a private placement conducted prior to the listing. Thus, the market capitalization of the Company was approximately €1.6bn on the day of the listing.

Andrea Iervolino, founder and Chief Executive of Tatatu S.p.A. commented: *“Today, we celebrate our successful direct listing on Euronext Growth Paris. It represents a key milestone towards implementing our vision of forever changing the relationship between social media users, their data and the online world. It will contribute to TaTaTu fulfilling its ambition, as we embark on a crucial phase of our corporate development. I would like to thank Euronext and our stakeholders for their enthusiastic support.”*





About TaTaTu

TaTaTu is the first social media and entertainment app to reward users for the value they help generate by spending time on the platform. Users receive TTU Coins for viewing content and social media interactions. They can post photos and videos and earn even more TTU Coins when someone likes, comments, views, or shares a post or when users invite a friend. Rewards can be redeemed by bidding at auctions to win exclusive products and experiences, on TaTaTu's e-commerce site, and soon nearby at selected locations through affiliated merchants. TaTaTu cares about its users, not only by rewarding them, but also by offering them direct or indirect access to original content with an important focus on culture, inclusion, gender equality and sustainability, thereby enhancing social media engagement and fostering social and environmental awareness. Tatatu S.p.A. was founded in 2020 by renowned film producer Andrea Iervolino. <https://corporate.tatatu.com/en/>

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The information document approved by Euronext Growth Paris is available, behind a click-through filter which excludes access from jurisdictions which impose specific legal or regulatory restrictions, on the Euronext website (<https://www.euronext.com>) and the company's website dedicated to the listing (<https://corporate.tatatu.com/en/>). TaTaTu draws the attention to the risk factors set out in chapter 5 of the information document. The realization of one or more of such risks may have a material adverse effect on the Group's activities, reputation, financial position, results or outlook, and on the trading price of TaTaTu's shares.

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