



PRESS RELEASE

ITALIAONLINE PRESENTS QUIFINANZA GREEN

Milan, 28th April 2022

QuiFinanza.it, the vertical brand of Italiaonline dedicated to the world of economics and finance, with over 10 million unique users per month*, a point of reference for consumers, finance enthusiasts, savers, professionals and SMEs, inaugurates QuiFinanza Green, an editorial area dedicated to Sustainability at 360° and in particular to those themes and actions that those who do business must take into account in order to focus on environmental, social and governance performance, in compliance with the ESG (Environmental, Social and Governance) parameters on which they are assessed.

Faithful to QuiFinanza's original vocation - that of being a compass to orientate oneself in the meanders of current events - QuiFinanza Green also addresses both a consumer target, to promote lifestyles and habits capable of improving the Planet in which we live, and a business target, to help it find information on current trends and on what companies are doing today to improve tomorrow.

In the new area, QuiFinanza Green readers will find content on ethical and sustainable finance, corporate strategies that aim to have a positive impact on the environment, people and society, and governance initiatives based on criteria of transparency and long-term objectives. Ample space is also given to advice and useful information on: recycling, reuse, reutilization; lifestyles and good practices to take care of and improve the planet we live in. And again, themes and topics of the moment such as:

- Circular economy and green economy: how to do business in an ethical and sustainable way, models and success stories; greenwashing.
- Energy and environment: from renewable sources to ecological transition, rules and regulations.
- Green life: sustainable lifestyles, insights and advice on ethical alternatives, worklife balance and smart mobility.

On these topics a team of specialized authors writes and signs every day articles, podcasts, videos and infographics. Among them, Alice Pomiato (@aliceful), present in the top 10 of Italian green influencers for engagement rate**.





The launch of the QuiFinanza Green section was sponsored by Toyota through The&Partnership.

"QuiFinanza has always dealt with topics related to the world of Sustainability, but from today - with QuiFinanza Green - it does so in a more structured way, with specialized authors and a variety of multimedia content and formats (videos, podcasts, photo galleries) never before published. The homepage of QuiFinanza Green is a constantly updated showcase with a distinctive graphic treatment that immediately communicates 100% green news, insights and suggestions. Environmental, Social and Governance: the pillars on which to build the future of the planet that hosts us, priority pillars for citizens of all ages, for governments, for communities and for those who do business," said Barbara Del Pio, Head of Editorial Italiaonline.

(NB this is a translation of the Italian press release)

* 10.1 million; source: Audiweb 2.0 Media View, powered by Nielsen, TDA, media 2022

** Analysis conducted by FLU PLUS

ITALIAONLINE

Italiaonline è la più grande internet company del Paese, presente in tutto il territorio nazionale. Opera nei segmenti Consumer, PMI e Grandi Clienti.

Nel segmento Consumer con i brand Libero, Virgilio, DiLei, QuiFinanza, Supereva, Buonissimo, SiViaggia, PagineBianche, PagineGialle, PagineGialle Casa, TuttoCittà e altri - Italiaonline raggiunge ogni mese 26.4 milioni di utenti unici* di cui 22.4 milioni da mobile, con una market reach quasi del 59%**. Nel segmento PMI oltre 200mila Imprese oggi si affidano a IOL per servizi di presenza online, di sviluppo di siti vetrina o abilitati all'e-commerce, di web marketing e digital advertising (inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network e i motori di ricerca) e per tutte le soluzioni finalizzate ad aumentare il business e la reputazione online.

Italiaonline è presente nel segmento delle Grandi Aziende attraverso IOL Advertising, la prima concessionaria digitale in termini dimensionali del Paese, supportando i principali operatori economici del Paese nello sviluppo delle loro campagne di comunicazione digitale per le grandi e piccole imprese.

* Fonte: Audiweb 2.0 Media View, powered by Nielsen, TDA, Dec 2021

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