

COMPANY PROFILE

2021

ED EditorialeDomus

& BUSINESS UNIT PROFESSIONAL



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About Editoriale Domus

Overview

Founded in 1929 by Gianni Mazzocchi

Founded in Milan in 1929 by Gianni Mazzocchi, Editoriale Domus is a leading publishing house in Italy in the specialized magazine sector.

The areas of interest of Domus Editoriale are automotive, architecture and design, travel and cuisine.

Today a publisher Company leader in Italy

The extraordinary vision of Gianni Mazzocchi, a great precursor of the times, has been able to conceive different editorial lines and magazines that have made the history of the publishing sector in Italy.

The orientation of Editoriale Domus to creativity, innovation, consumer oriented information and a genuine passion for publishing contributed to the success of the company.

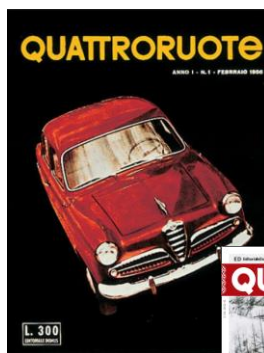
More than 13 million copies P.Y.

The following key data and figures represent the success of Editoriale Domus:

- A wide range of publications on paper, web and digital publishing initiatives
- a track owned for automotive tests
- a rich and comprehensive car database
- 300 employees
- more than 13 million copies released every year
- 300,000 downloads
- 10 applications
- 10 million users
- 45 million pages visited.

About Editoriale Domus

Quattroruote system – a solid reference for Italy consumers



#1, Feb 1956



#786, Feb 2021

Quattroruote is by far the most known and influencing magazine on automotive in Italy. The **Quattroruote system** is unique in the world, with more than 60 years of relationship with the Italian consumer and 30 years providing useful data to support the processes of car operators. We stand out for the **quality** of our products and services, our **independence** in the market, the **method and rigor** we have always applied in our activities (from track tests to data activities).

We are the reference of the Italian consumer, **with 5.400.000 unique users** per month on our sites and **more than 3.100.000 readers of the magazine**, thanks to the contents of the editorial staff, the quotations and all the data we put on the market every day.

Editoriale Domus is in the position to **easily reach and establish a trusty relationship with consumers**. A success story is offered by Quattroruote “**QTagliando**”, a B2C free service provided to users to get an estimation of costs and controls of their vehicle programmed maintenance, plus other related services, just by imputing plate number and mileage: 35.000 free estimations in the first year have been performed by private consumers.



About Editoriale Domus

Automotive Safety and Test Center



Vairano site is the most complete structure in Italy designed to carry out testing, training and driving activities for cars, off-road vehicles, heavy vehicles and motorcycles. It is the only safety and test center of its kind entirely owned by a publisher group.

The structure is **designed** to be used in eight autonomous work zones: the High Speed Track, the North Curve, the South Curve, the Comfort Route, the Handling Circuit, the Paddock Area, the Safe Driving Square and the Off-road course.

The track has been designed following FIA and CSAI safety standards. With its **high-speed straight** (2 km long, 15 m wide) the system is chosen by the main Formula One Teams to carry out several aerodynamic tuning tests.

The structure hosts the Quattroruote and Dueruote **testing center**, which carries out all the tests published in the magazines here on the track and in the attached workshops.

<http://www.pista-asc.it>



About Editoriale Domus

Quattroruote: not just a magazine

Opinion Making & Events

Company Fleet know how
Fair and industry exhibitions
Safe Drive School at «ASC» in Vairano
On field «Quattroruote C'E'» events
The Quattroruote Days

QUATTORRUOTE
NOT JUST A
MAGAZINE

Communications and Entertainment

The leader Magazine
Vertical automotive magazines
Themathics publishing
Regional's editions
Web site 1° in class
Guides and books
Our mobile Apps
Dossiers and Specials Editions
Quattroruote TV
Tablet digital editions

B2B Services & Solutions

Quattroruote Market Intelligence (user behaviour analysis)
Surveys and positioning analysis
Professional data bases
Professional software solutions
B2B magazines and books

BUSINESS UNIT PROFESSIONAL



B.U. Professional

Data and Digital Solution for automotive business



Business Unit Professional is the department of Editoriale Domus founded in 1999 totally dedicated to the professionals of the automotive business.

With **Infocar products**, a wide range of software solutions, databases, consultancy and training programs, we currently supply:

- **70% of official dealers** in Italy
- **> 89% of Rental Cars** (NC volumes)
- both the 1st independent and the 1st captive financial companies, as an asset risk evaluator
- **100% of insurance companies** for the identification and the evaluation for the insured value

We are **Official reference to the Taxation Agency** for the Income's Audit and **Official providers for the ISTAT**, Italian national statistical institute, for the measurement of prices' trends.

Quattroruote Professional currently counts **more than 100 people**, with **more than 20 M€ turnover (2020 forecast)**.



30 years of experience with Automotive professionals

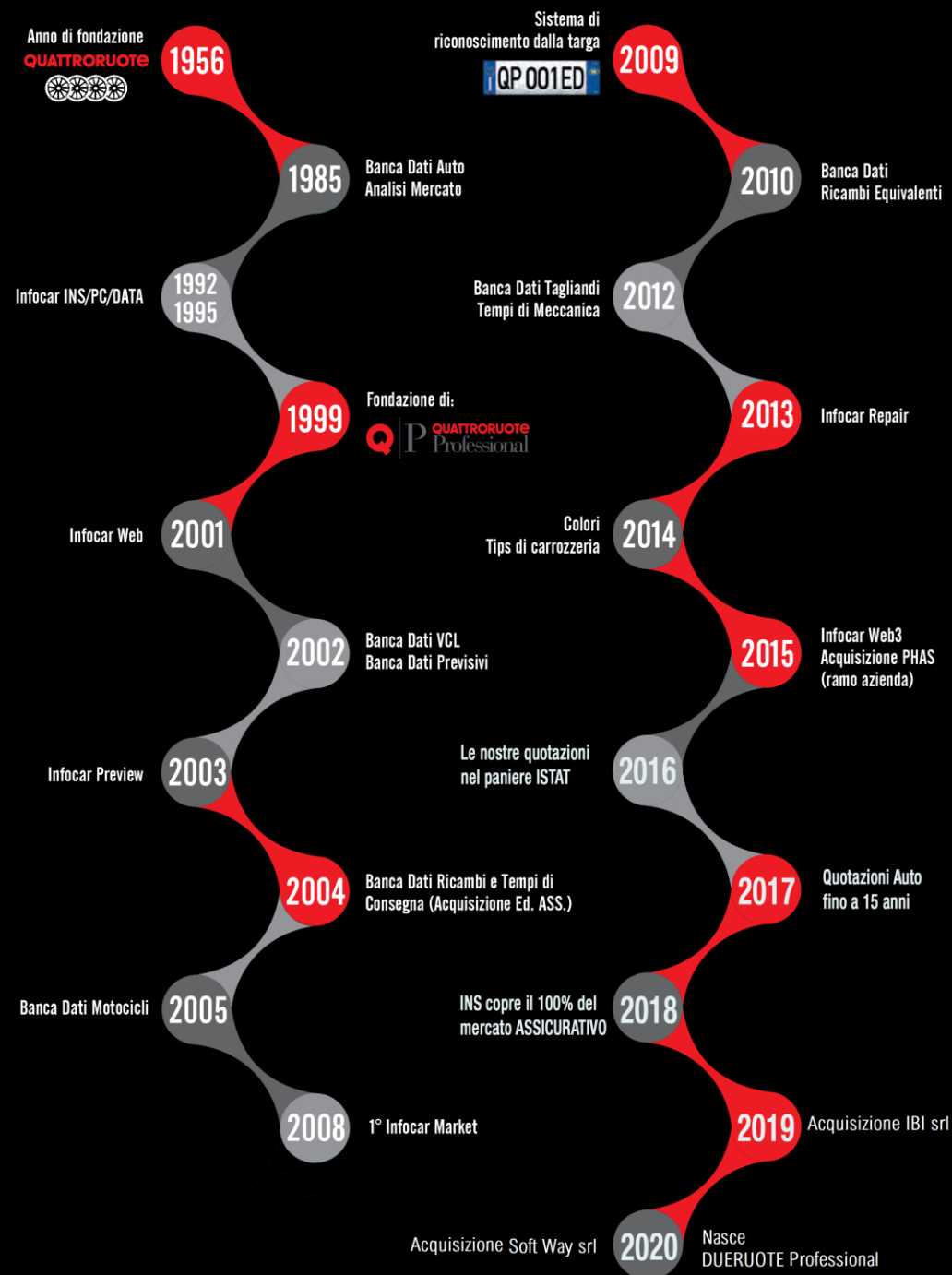
Two different databases - today perfectly integrated - and several innovative solutions for each category of Automotive professionals, are the story of 30 years of growth in the INFOCAR world.

The **Vehicles database**, originally designed for editing purposes, has soon become a working tool for professionals in the sector, over the years continuously updated and improved.

Software and different methods of data usage were added and in 2004 the world of repair was integrated with the acquisition of EDASS and the launch of the **Spare Parts & Time** database.

The lookup by **license plate**, introduced in 2009, proposed to the market an effective and innovative way to identify the car, contributing to bring efficiency to the operators of the sector.

Dedicated teams manage **databases**, **quotations**, the **study center** for the repair, the **development** of digital solutions, studying and promoting innovation in a constant way over time, always seeking dialogue with all the actors of the system to always be "above of the parties".



Accademia E D Editoriale Domus

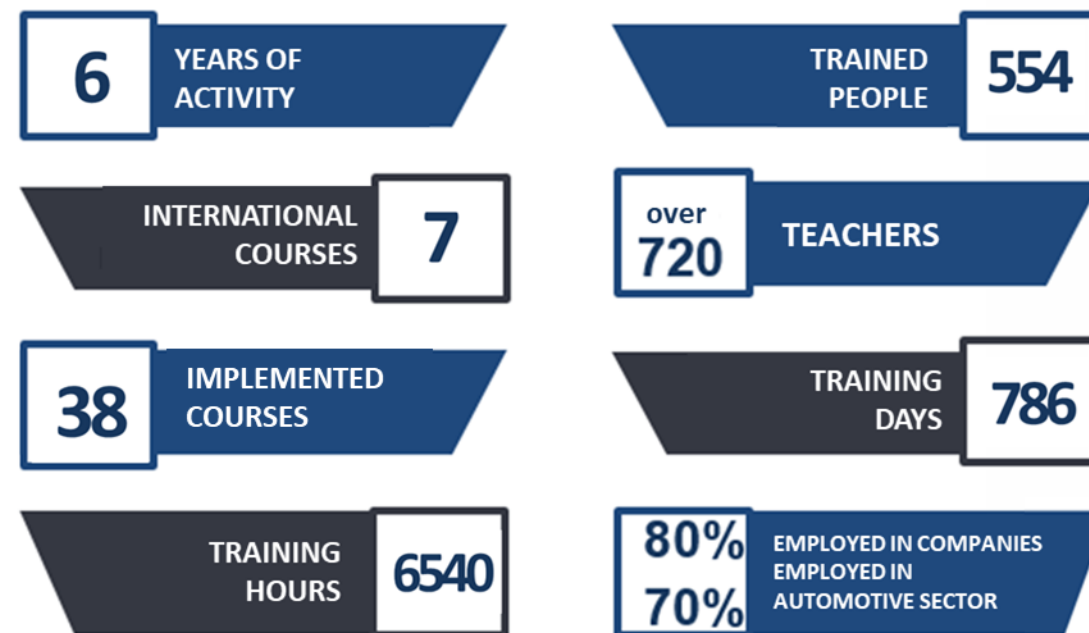
Taking advantage of the know-how and vertical skills of the various Editoriale Domus publications, Accademia ED **offers a unique training program in Italy.**

Science and Soul are the two areas that make up the training offer: different types of courses for different audiences.

Science - Vertical professionalizing Masters in the automotive sector and dedicated to young people entering the world of work: Master Marketing, Fleet Management, After Sales and news such as the Mobility and Sales. The common thread is the largest experiential and cognitive value.

Soul - Specialized courses aimed at enthusiasts who want to explore and deepen a specific sector in general or a particular profession. With this philosophy, the Classic Car Restorers, the Classic Motorcycle Restorers and the Motorcycle Tester Course were born. Great experiences, open to everyone.

The offer is completed by non-automotive courses, such as the Domus photography workshop and courses in collaboration with the Cucchiario d'Argento.



IBI Srl, acquired in january 2019

With the acquisition of IBI in January 2019, Quattroruote Professional expands its offer of digital solutions and products for the Automotive world.

IBI, with twenty years of experience in the digital industry, can offer tailor-made services for the individual customer, providing the opportunity to emerge in a digital market that is increasingly populated with standardized solutions.

About IBI:

- Strategic view and ideas on Automotive market needs
- New SW products for retail and corporate
- An important customer base
- Capabilities in SW production
- Digital marketing skills
- Networking on C-Level
- International opportunity
- A lot of passion



Soft Way srl, last acquisition & DueRuote Professional

Back in October 2019 Editoriale Domus S.P.A. announced an agreement to take over Soft Way S.r.l., the leading management software and data provider in the motorcycle world, as part of the strategic development of its Business Unit Professional.

About Soft Way:

- Exclusively focused on the motorcycle world
- Active for more than 25 years
- A recognised go-to for professionals throughout the sector
- Delivering IT services and digital solutions to nearly all the manufacturers and dialoguing with importers, dealerships, parts traders, garages and insurance companies
- Its ARCO management product and CATPOWER parts catalogue boast more than 3000 clients in Italy and abroad.

Following a similar success in the automotive sector, Editoriale Domus has now developed Dueruote Professional for motorcycle companies (from sale to hire, insurance and repairs) in Italy and abroad, featuring custom data, digital-marketing solutions, management software and consultancy services as well as training.



DUeRUOTE
Professional

Two databases and Infocar code overall

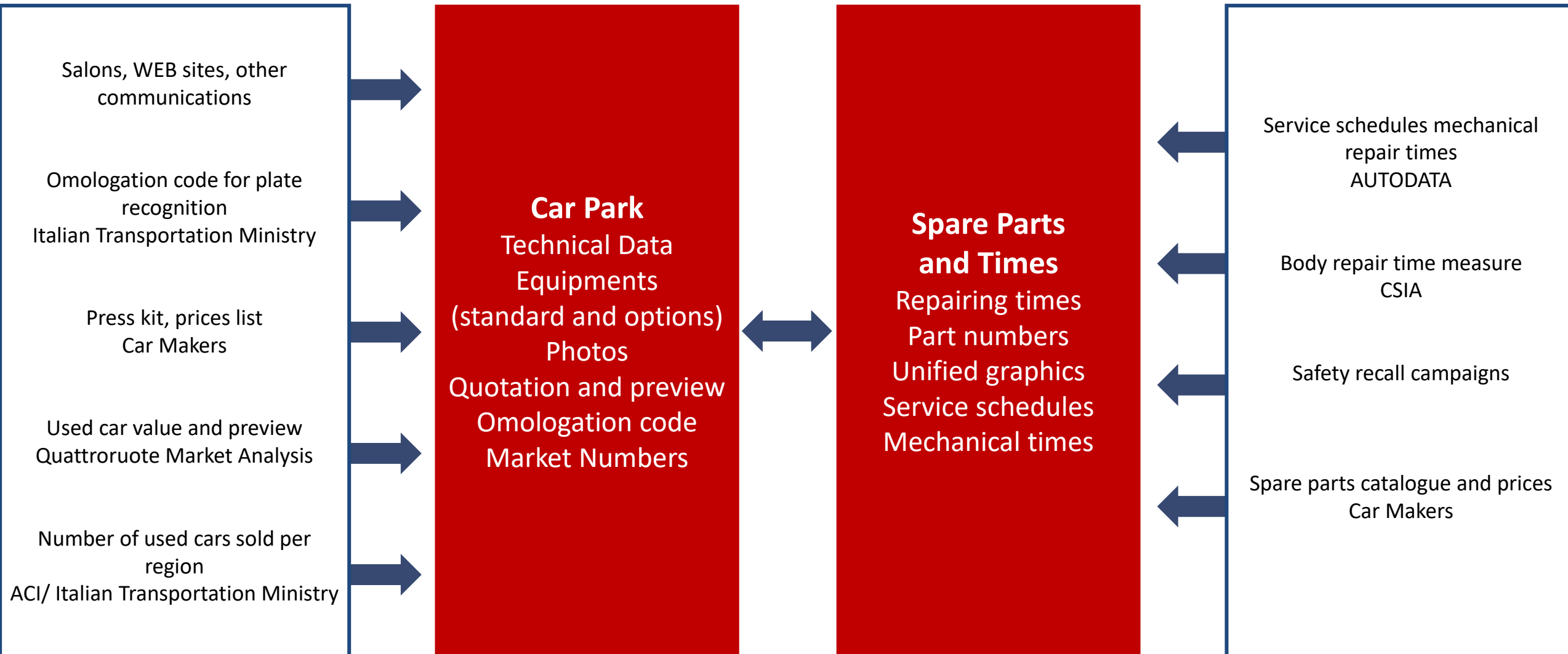
Technical data, vehicle equipment, price lists, quotations, forecast values, repair data: the whole INFOCAR world speaks only one fully integrated language.

With the innovative web service systems, the dialogue between the applications and the management systems of the automotive operators with our Infocar databases is simple and immediate.

We are at the forefront of vehicle identification, thanks to the License Plate Lookup system: the key to entry into the Infocar world, which simplifies processes and reduces errors and loss of time.

Our databases are integrated exclusively with **Autodata**, for all the information needed for the compliant repair, and are continuously updated thanks to the official relations with all the players in the system.

Two databases and Infocar code: integration scheme



Spare parts & times Database: success key factors

Complete standardization of labels, graphics and database structures

Continuous and real time prices update via Web service

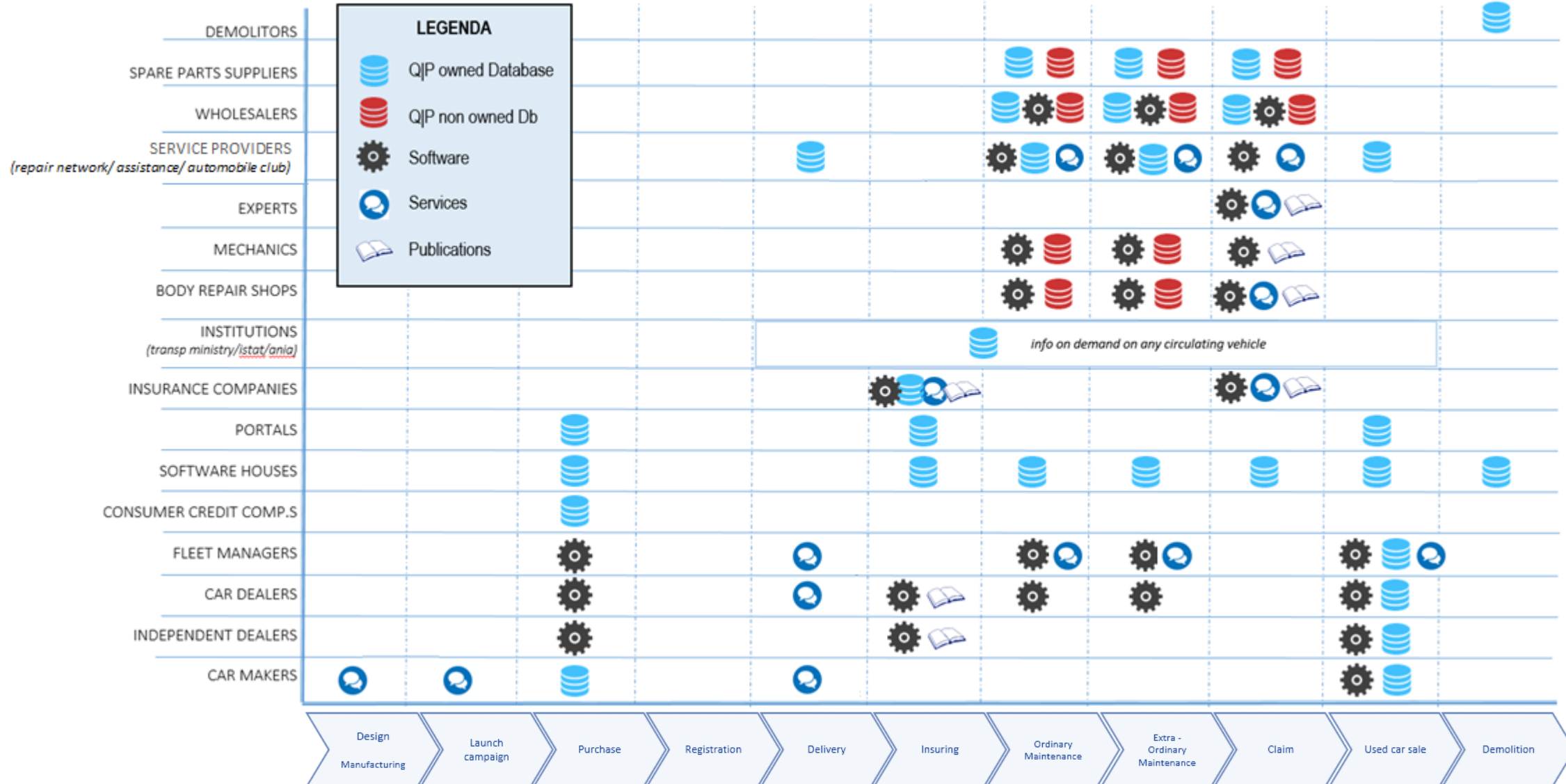
Our own specific methodology in measuring the repair/replace lead times of car parts, same for all Car Makers (the so-called «micro-tempi» - micro times - methodology)

All infos to estimate the ordinary maintenance costs: times, part numbers & price lists

«all in one»: technical data, economics and manuals all in the same user friendly place

High usability and easy access to data by imputing licence plate and VIN number

QUATTROQUOTE Professional - Services on the whole vehicle lifecycle

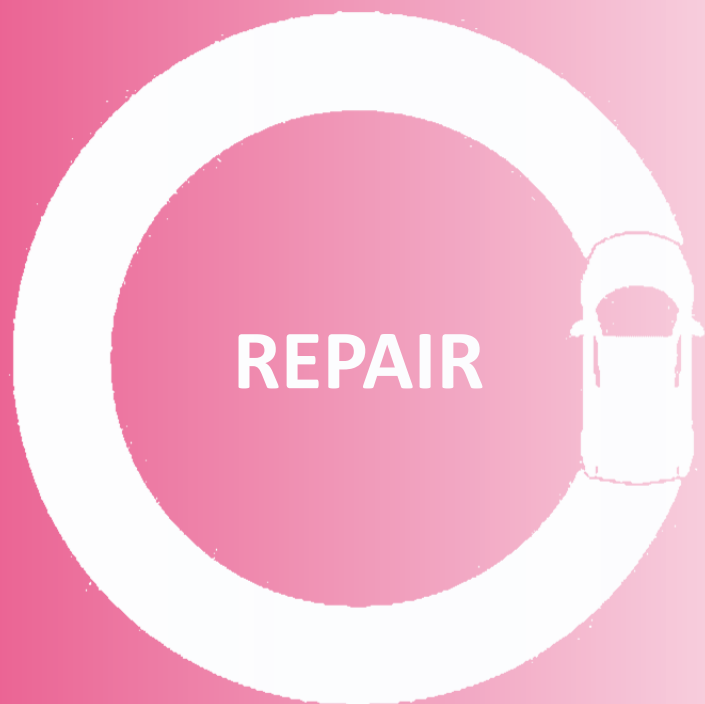


Automotive products and services

For 30 years the **Infocar Database** is synonymous of quality, completeness and reliability for those working in the production, distribution and services vehicles. Data and innovative solutions that support the commercial processes of the new, used and after-sales and the relationship with the final consumer, which has always referred to Quattroruote.

The innovative **Infocar Data** web service with license plate lookup, the **Infocar Web3** sales tool, the new and used forecast values in **Infocar Preview**, the Quattroruote Quotation of Infocar QOL and **Handbook**, together with recently launched business intelligence activities, support the launch of new products or customer management processes.



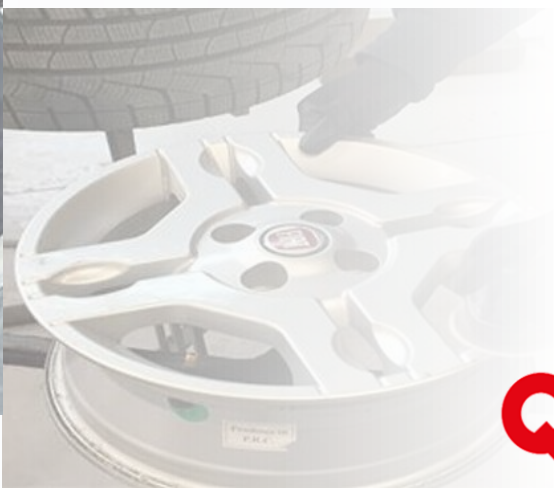
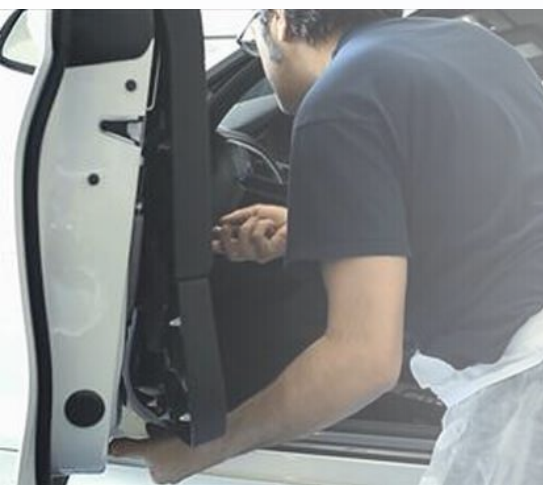


Repair market products and services

We stand out for the method and the attention with which we **feed and normalize** the data of the repair, thanks to a team of experts who every day works with the professionals of the repair business and our **Independent Study Center for Repair** (CSIA), which analyzes the evolution of vehicles, thanks to the collaboration with the AUTOPRO editorial staff.

Those looking for repair data and solutions find Infocar all the answers: **spare parts lists, dynamic graphics, bodywork and mechanics** times, details of repair operations, **vehicle technical data, recall campaigns** and technical info.

The Spare Parts & Time database and the Infocar Repair line help you to make **efficient the e-commerce** of the spare parts distribution, to manage the internal processes of the authority and to work in the workshop every day to repair in a compliant way.



CSIA – Independent Study Center for the Repair

The main objective of the Independent Study Center for the Repair (CSIA) is to **examine** the main factors, products, methods and equipment in the field of car repair and to propose continuous updates on techniques and technologies for vehicle production/repair.

The Study Center **analyzes all vehicles** (cars and light commercial vehicles) with the aim of determining repair and replacement times of the body components for the Spare Parts & Time Database and it is a reference for professionals in the self-repairing world.

In 2015 the Independent Center for Self-Repair moved its operating office to the **Automotive Safety Center** (ASC) in Vairano di Vidigulfo, near the ASC Quattroruote track

Insurance products and services

The **Infocar Ins** database and Quattroruote quotations have always been the point of reference for the actuaries of almost all companies and insurance agencies for the management of the insurance policy.

With the Spare Parts & Time database and the damage loss estimation systems, we support the **damage settlement managers** with data and tools for the management of the authority process and the relationship with the trustees of the restorative chain.

Furthermore, with modern Business Intelligence systems, we offer solutions for the analysis and evaluation of their **fiduciary networks**, supporting management in the optimization and monitoring of the average cost of repair.





Consulting & Training services

Faced with the **evolution of the car product and consumer purchasing behavior**, it is essential for professionals to be constantly prepared to face the many changes.

The **Academy of Quattroruote Professional**, thanks to the collaboration with renowned experts in automotive training, carries out **training courses** at different levels (from managerial to operational) on commercial presentation, product launches, customer relations, digital marketing, economic management after sales, used management and training courses on repair techniques.

Our team of consultants supports large clients in the implementation of network classification projects, definition of car policies, data analysis, and coaching of collaborators.

E|D EditorialeDomus

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THANKS!