

## THIRD EXIT FOR ZEST: FITPRIME ACQUIRED BY WELLHUB

- *The international Unicorn Wellhub acquires Fitprime, the leading B2B platform in Italy's corporate welfare market;*
- *The exit generated a total value of 4 million euros, 50% of which was in cash and 50% in shares of the Unicorn.*

Rome, December 13, 2024 – **Zest S.p.A.**, listed on Euronext Milan and a market leader in Italy for pre-seed and seed venture capital investments, startup acceleration, Open Innovation, and Corporate Venturing programs, announces the acquisition of Fitprime, a B2B corporate welfare platform and a key player in the Italian market.

**Fitprime** has been acquired by **Wellhub**, a global leader in corporate wellness and a unicorn valued at \$2.4 billion. The exit generated a total value of 4 million euros, 50% of which was in cash and 50% in shares of the Unicorn.

Fitprime was launched in 2016 through Zest's **LUISS EnLabs acceleration program**, established through a joint venture with **Luiss University**. Initially, the startup focused on a consumer-oriented model selling virtual subscriptions for access to partner fitness centers. Over time, it expanded its offerings to the B2B space, creating a comprehensive corporate wellbeing platform. Today, Fitprime is a market leader in Italy, serving over **200 corporate and SME clients** and more than **400,000 employees**.

This transaction marks **Zest's third exit in 2024**, following the successful operations completed in **Futura** and **Cardo AI** earlier this year.

*“This exit, the third completed within the first nine months of Zest’s inception, showcases the maturity of our portfolio, which includes tech champions and high-potential startups operating in key industrial sectors,”* said **Luigi Capello, CEO of Zest S.p.A.** *“The acquisition of Fitprime by Wellhub underscores the international appeal of our portfolio, a testament to the relentless efforts of our team to create value. Our ambition is to launch and support the next generation of tech companies, delivering value to our shareholders and the broader economic system.”*

*“We are proud to have accelerated Fitprime and supported its founders in their journey to becoming a national digital champion,”* added **Gabriele Ronchini, CEO of Zest Investments**. *“The team demonstrated exceptional resilience and entrepreneurial spirit, strengthening their business model in the post-COVID period and establishing themselves as Italy’s leading corporate welfare platform. This market, which continues to grow, is projected to exceed \$75 billion in the coming years and our stake in Wellhub, opens up exciting prospects for Zest for further significant returns.”*

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**Zest S.p.A.**, (ZEST, ISIN: IT0005013013) is a European leader dedicated to fostering innovation. As the market leader in Italy for early-stage and seed investments, startup acceleration, and Open Innovation & Corporate Venturing, Zest was born from the merger of Digital Magics and LVenture Group in 2024. The goal is to create a unified and impactful player capable of competing on an international scale. Zest provides end-to-end services and solutions to drive Italy's 5.0 industrial transition and support the country's innovative entrepreneurship.

**ZEST S.P.A.**

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