



Giorgio Rossi Cairo has founded Exage, a new player that puts together in the technological and strategic consultancy excellences and will guide companies through the fourth industrial revolution

Milan, November 2016 - Giorgio Rossi Cairo, the founder of Value Partners, a strategic consultancy company, makes a new investment in the innovation sector with **EXAGE**, a player whose mission is guiding companies through the fourth industrial revolution that will be digital-driven.

In the early 2000s Rossi Cairo created Value Team, a company that offered business critical IT services leveraging on the Internet discontinuity, consistently with the companies' strategies.

Exage enters the market with the same approach and a very clear mission: supporting clients in their digital transformation path assuring consistency with their business strategy. As a matter of fact, the digital tools and apps cannot be considered accessory components any longer; they must be conceived for building the companies' core identity in a multichannel world.

The limited growth, resulting in hyper-competitiveness, fast fluctuation in the markets and the need to be focused on the client's requirements call for the adoption of digital tools able to quickly face these challenges. But the skills and the professionalism available today in the market for optimising this journey are insufficient and there is a risk that investments will not generate the appropriate outcomes.

Exage counts on more than 60 professionals all with a pure digital background, also thanks to the acquisition of ECube, Liquid and Far Consulting, excellent Italian companies with specific critical skills in the digital transformation industry: from Big Data to cyber security, Internet of Things, digital strategy, design thinking, mobile and web app development.

Exage, with its professional know-how, integrated, when necessary, with Value Partners', ensures the development of winning business strategies and guides companies in their digital transformation path, from its conception to its realization and results' evaluation.

With Giorgio Rossi Cairo as a President and Simone Angeli as a Managing Director, Exage was founded in May 2016 and after just 6 months has a portfolio of more than 50 active clients.

"Exage represents a new challenge in the digital transformation sector" Exage President Giorgio Rossi Cairo states "where the critical success factor is the control over appropriate technologies together with the ability to evaluate the strategic implications of a digital competitive environment. This is the core competence that allows to perfectly address the need of how to craft investment and action plans, together with the company's management. Exage's professionals are among the most brilliant in this sector, with years of experience, also entrepreneurial in some

cases, who will be able to work in synergy with Value Partners, supporting clients to best exploit digital technologies and consequently reinforcing their competitive positioning.”

“Our purpose” Exage Managing Director Simone Angeli states, “is to become rapidly the reference player in this sector and at the same time start an internationalisation assisting clients who are facing global challenges. A few months after our foundation we have a portfolio of more than 50 clients, active in the most important sectors. This confirms the goodness and the peculiarity of our offer.”

Giorgio Rossi Cairo is the Founder and Managing Director of Value Partners Management Consulting, active since 1993 with 10 offices in 9 countries. In the early 2000s he founded Value Team, a business critical IT services company, leveraging on the Internet development. Value Team reached the number of 3000 employees and had 8 offices in 5 countries.

Simone Angeli, 44 years old, is an entrepreneur and manager with a 20-year-experience in the ICT, IS Outsourcing, Cloud and Digital sector. He mainly managed turnaround and innovative companies' start-up projects.

Exage S.p.A, founded in May 2016 by Giorgio Rossi Cairo, is a digital player with a technological background. It was founded to support companies in their digital transformation path. Its core business is the creative planning of new usability and interaction with the product; it creates web/mobile apps and their integration with the client's legacy systems; it guides companies in the development of data governance strategies in order to define their structure, enrich their content and make them more easily usable with sustainable costs; it develops communication plans for consistently supporting the trademarks and products positioning in all of the digital arena channels (web, mobile, social, retail).

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