Cesena, January 16, 2020   **PRESS RELEASE**

OLIDATA STRATEGIC BOARD

Olidata S.p.A ("**the Company**") announces that, in line with the new Business Plan, also in order to express its first concrete results**, Edoardo Colombo** will join the **Strategic Board**.

"*The Olidata brand is recognized as an expression of quality and we want to scout technological excellence with a shared and open approach, to catapult them onto the market, accelerating the growth and development of the Group.*

We look at the fabric of young businesses and at Italian genius, capable of conceiving and developing innovative solutions and products leveraging on finance and our commercial capacity ", commented Edoardo Colombo.

Edoardo Colombo is an Innovation expert specialized in the digital transformation for the Public Administration for tourism and for Companies. In the Prime Minister's Office, he was an adviser to the Digital Agenda Task Force and Director of the Agency for the diffusion of innovative technologies. He contributed to the establishment of Italian Chinese technology transfer centers and promoted the project "Innovators of Italy" with the Ministry of Foreign Affairs, during the Shanghai Expo 2010. He was on the Board of Directors of Villa Erba Spa and in collaboration with the MIP Business School of the Politecnico of Milan, set up the Sino-Italian Research and Training Center on Exhibition & Convention Industry for the training of the management of Expo 2010 at the Antai Business School of the Jiao Tong University in Shanghai. He was a MIUR technical-scientific expert and adviser for innovation of the Minister of Tourism and the Minister of Regional Affairs and Tourism. He was part of the TDLab Digital Tourism Laboratory, indicated by the Minister for Cultural Heritage and Activities and Tourism and consultant for Expo Milano 2015. He collaborates with ANCI Associazione Città dei Motori, with SIA S.p.A. for the SMART Chain project, in partnership with Trentino Holidays, and in Poste Italiane, he has developed innovative service projects for the tourism industry. He is advisor to events such as BTO and BTM, of the Digital Innovation in Tourism Observatory of the Milan Polytechnic. He has been a speaker and lecturer at courses at the University of Bologna, Rimini Campus, Lumsa Consortium Humanitas, CUOA Foundation, IULM, SDA Bocconi, MIB in Trieste and on the Advisory Board of the Master in Hospitality Management of the Luiss Business School. He is a member of Unilabtec, an innovative startup with a

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social vocation (SIaVS) who created the accelerator GovTech and Feexing startup of the company Inventeria, which has developed a new business model for hotel reservations, based on artificial intelligence. Attentive to the evolution of the digital society, he is one of the promoters of numerous initiatives dedicated to providing the tools to make the best use of the potential of the Net. A constant commitment to spreading the positive behaviors and values of open innovation in Parole O_stili, AIDR (Italian Digital Revolution Association), Copernicans, CyberArea, China EU, We the Italians, Cultura Italiae, Club Canova.