



## NEXI CHOSEN BY MIMIT TO CELEBRATE MADE IN ITALY

**The brand will be showcased at the exhibition “IDENTITALIA – The Iconic Italian Brands” organized by the Ministry of Enterprises and Made in Italy**

**Milan, 13 February 2024** – Nexi has been chosen by MIMIT to celebrate, on the occasion of the 140th Anniversary of the Italian Office for Patents and Trademarks, the Italian brands that have, each in their own sector, exported Italian excellence worldwide.

This confirms the strength of a young brand that in a few years has created an international leader in its sector. Nexi was born in 2017 from the merger of two historic Italian companies, ICBPI and CartaSi, and then became, thanks to the incorporation of SIA and the Danish Nets in 2020, a leader in the European market for digital payments.

*"We are proud to celebrate Italy and to be a source of national pride because our journey to becoming the European PayTech we are today started from Italy. For us, it is also a great responsibility because it testifies to the strategic role of digital payments as an engine for the digital progress of our country. Being represented here confirms our leadership in terms of innovation, security, and reliability, serving small and medium-sized enterprises, consumers, and Italian banks. For us, it is the result of a beautiful teamwork of a company born just a few years ago,"* commented Erika Fattori, Group Brand & Communication Director of Nexi.

The exhibition "IDENTITALIA - The Iconic Italian Brands," inaugurated this morning at Palazzo Piacentini, the headquarters of MIMIT, will remain open until April 6.

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### **Nexi**

Nexi is Europe's PayTech company operating in high-growth, attractive European markets and technologically advanced countries. Listed on Euronext Milan, Nexi has the scale, geographic reach and abilities to drive the transition to a cashless Europe. With its portfolio of innovative products, e-commerce expertise and industry-specific solutions, Nexi provides flexible support for the digital economy and the entire payment ecosystem globally, across a broad range of different payment channels and methods. Nexi's technological platform and the best-in-class professional skills in the sector enable the company to operate at its best in three market segments: Merchant Solutions, Issuing Solutions and Digital Banking Solutions. Nexi constantly invests in technology and innovation, focusing on two fundamental principles: meeting, together with its partner banks, customer needs and creating new business opportunities for them. Nexi is committed to supporting people and businesses of all sizes, transforming the way people pay and businesses accept payments. It offers companies the most innovative and reliable solutions to better serve their customers and expand. By simplifying payments and enabling people and businesses to build closer relationships and grow together, Nexi promotes progress to benefit everyone. [www.nexi.it/en](http://www.nexi.it/en) [www.nexigroup.com](http://www.nexigroup.com)

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