

Milan, March 19, 2024

**PRESS RELEASE**

**GRUPPO MUTUIONLINE REBRANDING PROJECT:  
“MULTIPLY” NEW NAME FOR THE GROUP AND THE BPO DIVISION;  
“MAVRIQ” NEW NAME FOR THE BROKING DIVISION.**

After a 2023 closed with a strong growth despite an unfavorable market environment for mortgages, with results reaching revenues of 404.2 M€ (+30.1% year-on-year) and EBITDA of 108.2 M€ (+22.2%), Gruppo MutuiOnline S.p.A. – founded in 2000 by Marco Pescarmona and Alessandro Fracassi to bring innovation to the Italian credit market – announces today an institutional rebranding plan.

**“Multiply” will serve as the brand name representing the Group in its next phase of growth.** Specifically, at the upcoming shareholders' meeting, there will be a proposal to change the Company's name to “Multiply Group S.p.A.”.

The rebranding comes at the conclusion of a financial year in which the Group further consolidated the diversification of its activities, both in terms of business sectors – in 2023 mortgage-related activities accounted for 19% of consolidated revenues – and of geographical presence, thanks to the comparison and intermediation businesses acquired in France, Spain and Mexico.

Since its inception, the Group has contributed to the definition of new industries and business models, gradually expanding over the years across both **B2B** and **B2C** activities.

Within the B2B sphere, the **BPO Division** of the Group (216.1 M€ of revenues and 47.5 M€ of EBITDA in 2023) is positioned as the **leading specialized provider of Business Process Outsourcing services for the financial sector in Italy**. Through state-of-the-art operational and technological platforms, it manages some of the main business processes on behalf of companies in the banking, insurance and leasing sectors, contributing to their competitiveness in terms of internal efficiency and service quality.

Within the B2C area, the **Broking Division** manages some of the most important **online comparison and intermediation services in Italy** (MutuiOnline.it, Segugio.it, TrovaPrezzi.it, SOStariffe.it and many others) **and abroad** (LeLynx.fr in France, Rastreator.com in Spain and Rastreator.mx in Mexico). Through its websites, the Division transparently supports consumers in navigating complex and constantly evolving markets when purchasing products and services.

Our Group has an increasingly broader scope, capable of generating significant positive impacts on both businesses and consumers, **with a multiplier effect that also requires a name capable of expressing it**. This effect, already evident in the Group's growth – with over 3,000 employees and more than 30 offices in Italy and abroad – and its commitment to remain a **multiplier of strength for its clients**, led to the choice of the new brand name. A choice that opens a new phase of development while ensuring a strong continuity marked by the initials “MOL”, which nod to the history of the Company and its stock ticker at the STAR Segment of the Italian Stock Exchange, where the Group has been listed since 2007.

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Capitale Sociale Euro 1.012.354,01 Interamente Versato



**Alessandro Fracassi, Group CEO**, remarks, *“The value of our Group lies in our profound expertise, which is essential in understanding our customers’ needs and ensuring them an effective and efficient partnership. This partnership, due to the value it generates, usually becomes stronger and grows over time. Moltiply isn’t just our new name, it embodies the vision of our Group where we work alongside our clients to amplify success, drive innovation and establish new standards of excellence. United under Moltiply, we are the architects of this exciting new chapter, committed to multiplying the potential of our customers, our team, and our industry.”*

Consistent with this vision, in addition to serving as the Company’s new name, **Moltiply will also be the commercial brand under which the Group’s BPO Division will operate.**

**Simultaneously, “Mavriq” will serve as the new institutional brand for the Broking Division**, which achieved revenues of 188.1 M€ and an EBITDA of 60.7 M€ in 2023. **In recent years, the Broking Division has pursued international expansion** with the acquisition of prominent players in Spain, France and Mexico, thus positioning itself as **one of Europe’s leading players in online comparison and intermediation.**

The mission to **assist consumers in selecting the best products and services for their needs, while promoting transparency and innovation in the relevant markets, has inspired the adoption of the new name “Mavriq”**. Derived from the American term “maverick” – which indicates a free, positive and nonconformist spirit, willing to challenge the rules – “Mavriq” embodies the idea of independence and challenge to the *status quo*, principles that have consistently guided the Group’s B2C activities. “Mavriq” will serve only as an institutional brand, while the names and respective trademarks of our comparison portals, which are trusted reference points for the public, will not change.

# mavriq.

**Marco Pescarmona, Group Chairman**, comments, *“We are proud of our achievements over the years, positioning our Group as a prominent player in the European online comparison and intermediation market. The international growth recorded in the last year has exceeded our expectations, and we are optimistic about its continued trajectory. This growth will be driven by both the consolidation of our acquisitions and potential further M&A operations. Comparison has always been vital for consumers, providing transparency in complex markets and helping them save time and money. Now we aspire to extend these benefits to more and more consumers, both within Europe and beyond. Through this rebranding, we aim to embody the spirit and value of our growing team, while also clarifying our international leadership and ambition. Mavriq expresses the core identity and approach of our Broking Division and will continue to position it on the global stage.”*

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The rebranding project, that does not involve any substantial changes to the Group's corporate configuration, organization, or strategies, will be carried out gradually over the course of 2024.

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Gruppo MutuiOnline S.p.A., a company listed on the STAR segment of the Italian Stock Exchange, is the holding company of a group of firms operating in online broking of financial products with an aggregator model (among the websites: MutuiOnline.it, Segugio.it, Trovaprezzi.it, SOStariffe.it, Rastreator.com, LeLynx.fr, Rastreator.mx) and in the outsourcing of complex processes for the financial services industry in the Italian market (among the subsidiaries: Agenzia Italia, Gruppo Lercari, Centro Istruttorie, Quinservizi, Eagle&Wise).

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