



PRESS RELEASE

SOSTRAVEL.COM SIGNS A COMMERCIAL AGREEMENT WITH HUAWEI

Strategic agreement between the Chinese world leader in the telephony sector and the sostravel group aimed at increasing the number of clients and brand awareness

Milan, 19 July 2019. **Sostravel.com S.p.A.**, listed on the Italian Stock Exchange – AIM Italia (ticker: SOS) segment, digital operator in air passenger assistance services, has signed a commercial and co-marketing agreement with Huawei, the world leader in the telecommunications market and the second largest vendor of smartphones in the world.

Sostravel.com and Huawei will develop contents and will reciprocally promote their Brands, and in particular, Huawei will promote the sostravel APP on its own distribution channels (more than 50 million users), while Sostravel.com will promote the Huawei brand in the corners where it operates.

The commercial agreement, launched today, with a duration of 13 weeks, has a total economic value of Euro 152,500, Euro 30,000 of which paid in cash by Sostravel.com to Huawei for investment in advertising and the remaining part, equal to Euro 122,500, paid in kind through a reciprocal exchange of visibility.

Rudolph Gentile, Chairman and CEO of Sostravel.com, declares: “The central core of this collaboration is reciprocity. It is an honour for use to be associated with such an important brand, we hope that this agreement may spread and help our services to be appreciated by an increasingly wider clientele”.

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Sostravel, founded in 2017 by Rudolph Gentile, is a company operating in the market of passenger assistance services.

The Company operates under the “Sostravel” and “Flio” trademark, and through the Sostravel App proposes itself as “aggregator” of a range of air passenger assistance services during the whole journey, from departure to arrival at the destination airport, with the aim of becoming an important reference point” for passengers “before, during and after their journey”.

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