

GT Talent Group



Company Presentation

November 2024

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Key People



Mimmo Saracino

Chief Executive Officer



Andrea Maini

Chief Financial Officer



Andrea Soro

Advisor



Pierandrea De Marco

Advisor



+ 10 years of experience in the world of motorsport events



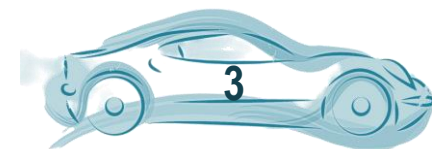
+ 30 years of experience as a CFO

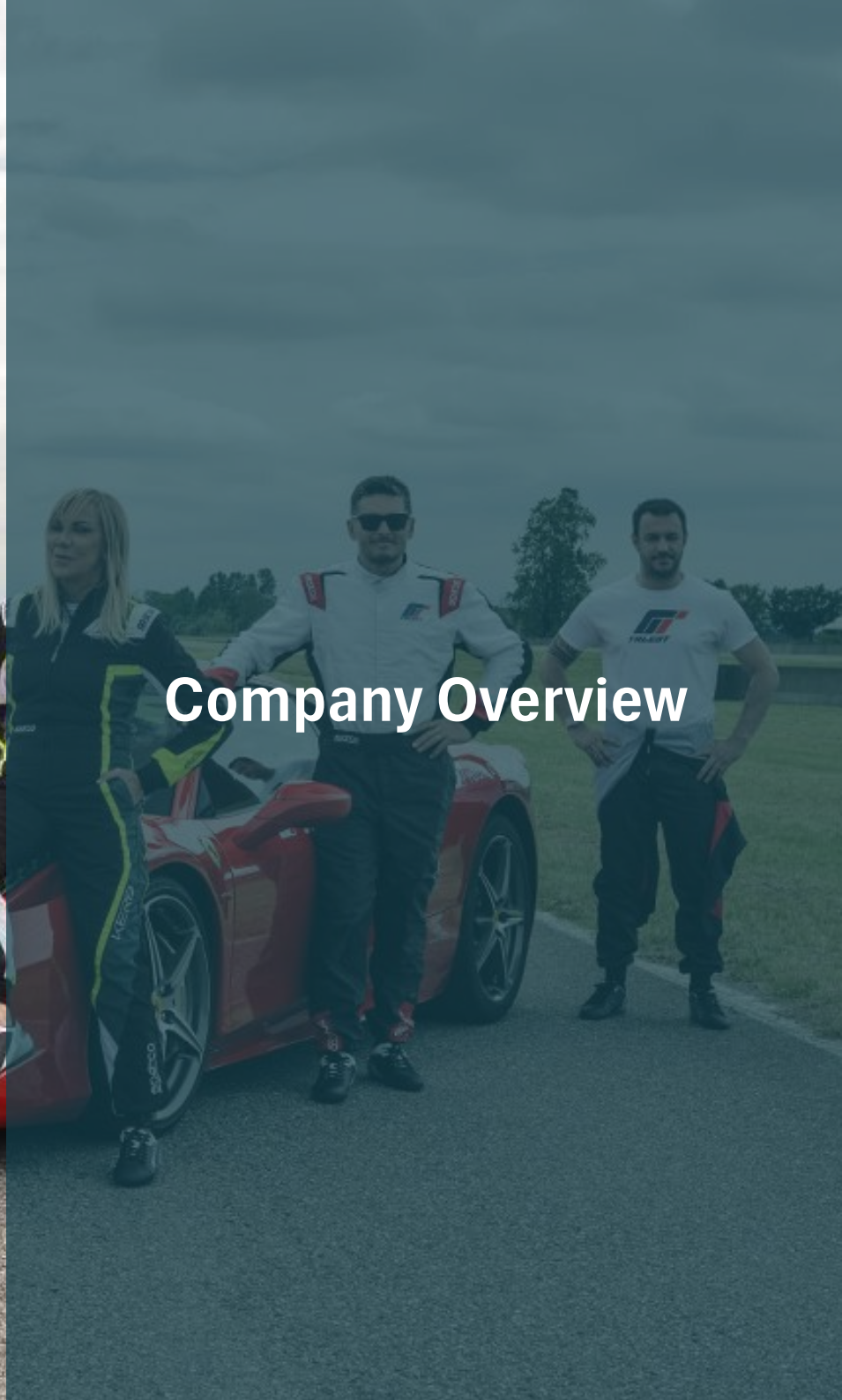


+ 30 years of experience as a CEO of leading financial and corporate institutions



+ 20 years of experience as a financial consultant and 30+ years of experience as a professional pilot





Company Overview

GT Talent Group in a nutshell



Activity

- GT Talent is an **innovative SME** operating in the **sports entertainment** sector.
- The Group operates through **two subsidiaries**:
 - ✓ **CarSchoolBox**, which offers the *experience* of track driving in supercars (Ferrari, Lamborghini, etc.);
 - ✓ **Scuderia Gentile**, which produces and broadcasts 'GT Talent', a talent show in the world of motorsport, and participates in the Mitjet championship with **GT Talent Racing** team.
- The company is based in Rovello Porro (CO) and has 14 employees.



Strategy

- GT Talent Group intends to become a reference point in the **motorsport entertainment** sector, using a strategy that includes the following growth guidelines:
 - ✓ **Business consolidation in Italy, with a particular focus on B2B and safe driving schools;**
 - ✓ **International business expansion and increased brand awareness;**
 - ✓ **Strengthening of the organizational structure;**
 - ✓ **Expansion of the vehicle fleet through growth.**

(1) The first audited financial statements included in the Admission Document were the consolidated FY 2023.



Clients

- CarSchoolBox targets **B2C customers**, that are motorsports enthusiasts, and **B2B customers**, companies that choose the company's *experience* for *team building events*.
- Scuderia Gentile has four different types of customers: **participants** in the talent show, who pay an entry fee; **sponsors**, who finance the programme and/or provide equipment; **broadcasting platforms**, which pay a fee to include 'GT Talent' in their library; and **pilots**, who race with the GT Talent Racing team and pay a participation fee.



Key Financials

Financial highlights ¹ OIC (€/000)	2023A Consolidated	H1 2024A Consolidated
Sales	1.440	905
Value of Production	2.670	1263
EBITDA	207	7
<i>EBITDA % of Revenues</i>	<i>14,4%</i>	<i>0,7%</i>
EBIT	158	(126)
Net Profit	(4)	(215)
Net Financial Position (Cash)	2.621	4.168
Shareholders' Equity	664	229

Key Investment Highlights



Passion for motorsports meeting the world of *social networks* and *streaming platforms*



Scalable and replicable business model



Strategic expansion opportunities in the United States to accelerate growth and strengthen international presence.



Significant growth potential based on increasing the number of events, expanding the car fleet and increasing *talent show* registrations



Passion for motorsports meets the world of social networks and streaming platforms ...



1929

E. Ferrari founds the Scuderie Ferrari and passion for motorsports spreads in Italy



1953

Italy broadcasts the first Formula 1 Grand Prix on TV



2000

Italian TV starts broadcasting the first talent shows



2004

The first social networks arrive in Italy (Facebook, YouTube, Instagram)

facebook

YouTube

Instagram

2015

The first streaming platforms arrive in Italy (Netflix, Prime Video)

NETFLIX
prime video

The combination of these historical 'milestones' gave rise to a new market opportunity easily scalable through streaming platforms.





"GT Talent" can be 'exported' to any country in the world, **replicating the same format**, both as a competition and as a television programme.



Spain and France

The fourth season of the GT Talent competition included stops in Spain and France, aimed at reaching and engaging an **international audience** as well.



Barcelona
Catalunya circuit



Paris
La Ferté Gaucher circuit



Madrid
Jarama circuit



USA

- In 2024, GT Talent Group signed an agreement with the US company **Dream Racing** to produce the 'GT Talent' programme in the USA.
- Dream Racing, a Las Vegas-based company, offers similar experiences to CarSchoolBox at the **Las Vegas Motor Speedway**.

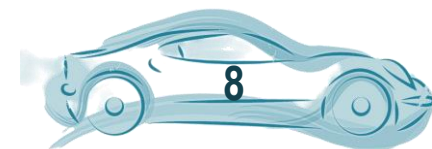
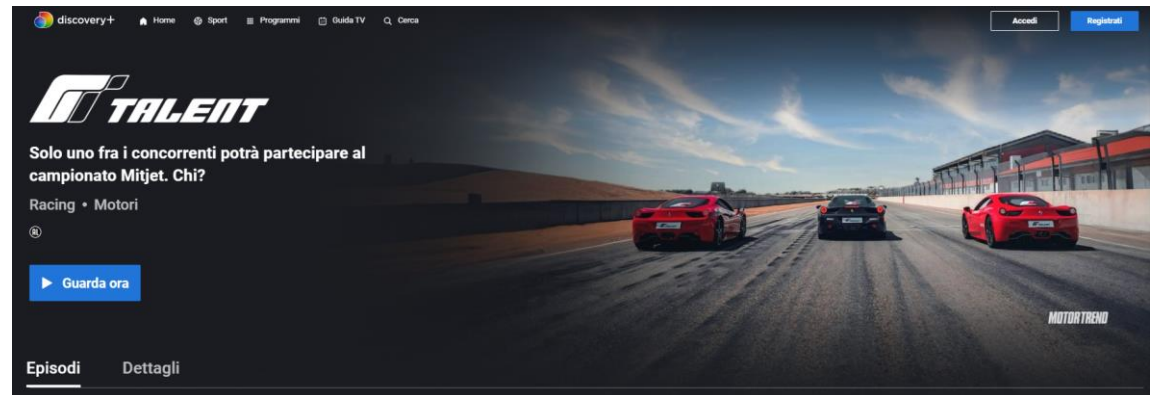


The programme can be distributed to multiple **platforms and/or media outlets**, in Italy and abroad (through dubbing and subtitles), increasing the potential revenue from each season produced.

- The first three seasons of the 'GT Talent' talent show are available on **PrimeVideo** and **Discovery+** (MotorTrend and Dmax).



- The Group is in discussions with **other broadcasters** and **media outlets** to expand the distribution channels for the various seasons of the *talent show*.



Significant growth potential based on increasing the number of events, expanding the car fleet and increasing talent show registrations



The Group demonstrates an extensive capacity to increase 1) **volumes** and 2) **profitability** through an increasing **participation rate of events**, an increase in the number of **scheduled events** and the expansion of the **number of supercars** available.

1. Volume growth

CarSchoolBox		Scuderia Gentile			
2023 Events ¹	→	44	Signed up for the <i>talent show</i> as of 30.06.2023 ³	→	688
2024 Events ¹	→	53 ²	Signed up for the <i>talent show</i> as of 30.06.2024 ³	→	748
Var YoY% ¹	→	+ 20%	Var YoY%	→	+ 7%

2. Cross-selling effects

- The **coexistence of the two business lines** is a unique feature of GT Talent Group.
- The **complementary nature** of the services offered by the two business lines makes **cross-selling** possible:
 - ✓ ones who buy a CarSchoolBox *experience* and demonstrate a talent, are incentivised to sign up for the *talent show*;
 - ✓ ones who participate in the talent, can use the CarSchoolBox *experience* as training before the competition.

(1) Both B2B and B2C.

(2) The number includes backlog events already scheduled for 2H2024.

(3) Number of partial registrations as registrations close to the last available date for the Auditions, which generally take place in November.





Business Lines

CarSchoolBox offers the *experience* of track driving in supercars (Ferrari, Lamborghini, etc.)

- The objective of CarSchoolBox is to make the opportunity to experience the thrill of sports driving on a circuit **accessible** to a broad public at reasonable costs.
- The *experiences* take place at the main **circuits** and **racetracks** throughout the country and the customer is always supported and supervised by a **team of specialised technicians** and **qualified instructors**.
- The B2B channel mainly concerns the organisation of **corporate events** for high standing customers such as Petronas, ABB, Vodafone, Radiitalia, etc.
- Finally, Carschoolbox holds the licence for the sale of Ferrari and Lamborghini branded **merchandising** products.



Experience CarSchoolBox

- ✓ Customer reception and check-in;
- ✓ Theoretical lesson on safe/sport driving with professional instructors (approx. 15–20 minutes);
- ✓ Preliminary circuit reconnaissance in a 4x4 SUV under the supervision of professional drivers and instructors for track familiarization and driving tips;
- ✓ Supercar driving experience;
- ✓ Use of professional driving simulators;
- ✓ Issuance of certificate of participation and check-out with refreshments;
- ✓ Hot lap ride in a supercar with a qualified instructor.

Additional services

- ✓ Training sessions and presentations on safe driving topics (with Company instructors or ACI instructors);
- ✓ Sports driving courses.

Scuderia Gentile produces and broadcasts the TV programme “GT Talent”, a *talent show* for *motorsport* enthusiasts.

- Scuderia Gentile created the **TV programme 'GT Talent'**, the first *talent show* designed to give all *motorsport* enthusiasts the chance to experience the dream of becoming a racing driver first-hand.

The Talent Show

- All participants have the opportunity to choose a circuit, date and time from those available on the calendar on the official website and finalise their booking by paying **the entry fee**.
- Participants must hold a B licence, be in the 18-65 age bracket, and have never held an ACI Sport International category licence.
- The **winner** has the chance to try to obtain the **ACI Sport Licence** and participate in the **Mitjet Championship** in the GT Talent Racing team.
- Participants are assessed by **four judges**, prominent personalities from the world of motorsport, as they go through the various tests.



- The *talent show* happens in **four stages**:



Auditions

Qualifiers



Semifinals

Finals



GT Talent Racing

- Scuderia Gentile has also created the **GT Talent Racing** team, which consists of drivers, track engineers, mechanics, coaches and technicians involved in activities related to participation in the Mitjet Italia championship.
- GT Talent Racing participates in the championship with **3 cars** (one owned and two rented) and **5 drivers**.





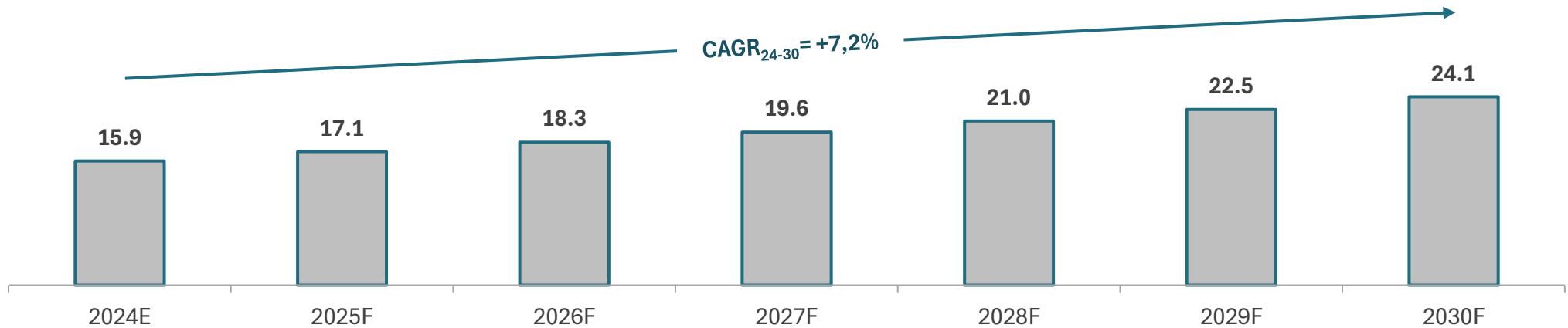
Market



The market of motorsports

- Motorsports encompasses a **wide range of disciplines**, such as car racing, motorbike racing, karting, endurance racing and off-road racing.
- The global motorsports market is estimated to reach \$15.9 billion in 2024 and is expected to reach **\$24.1 billion** by 2030, growing at a CAGR of approximately **+7.2%** year-on-year during the period 2024-2030.

Global motorsports market (billions of \$)



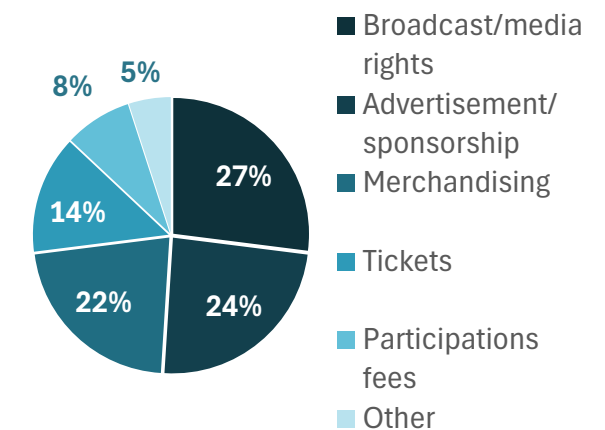
Market drivers

- Technological advances in motorsport engineering
- Growing popularity of motorsports
- Global expansion of competitive sports events
- Growth of the competition segment of vehicles equipped with electric or hybrid propulsion systems

Restraints and limits to growth

- Environmental impact:
 - ✓ **Brand image** - consumer preferences are skewed towards companies that use sustainable technologies and processes;
 - ✓ **Regulatory bodies** - impose stricter environmental standards, resulting in higher costs for organisations;
 - ✓ **Sponsors** - aim to partner with operators that implement environmentally friendly solutions.

Revenue breakdown by type, 2023

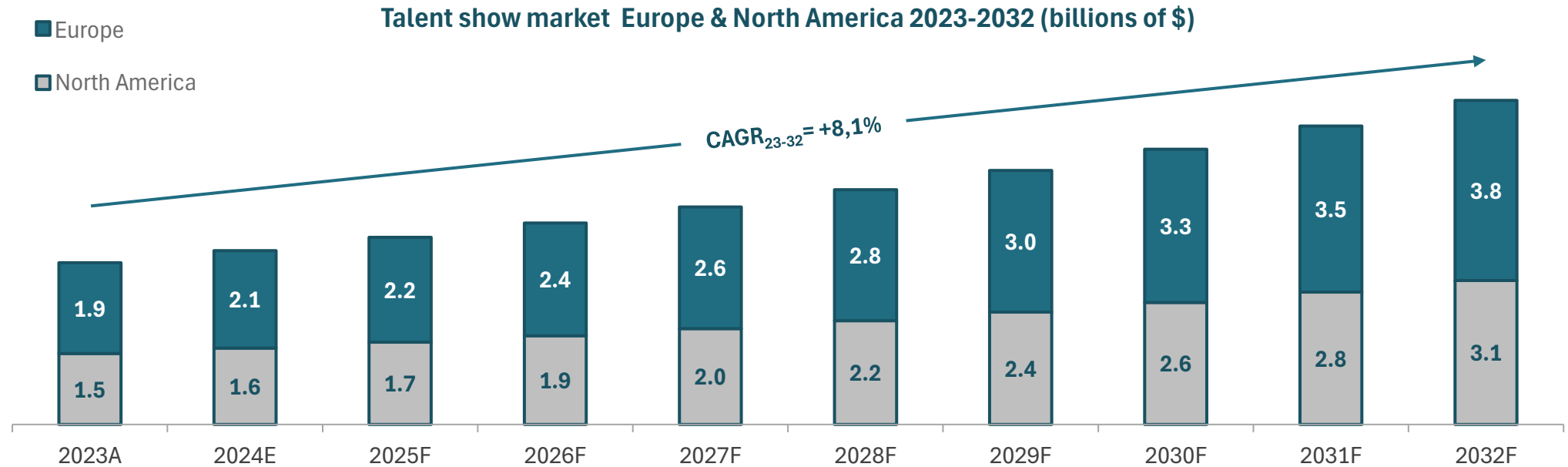


Source: Orbis Research – Europe & North America Talent-show Market 2023



The market of motorsports talent shows (1/2)

- The US and European motorsport talent show market is estimated to be worth **\$3.4 billion** in **2023** and is expected to reach **\$6.9 billion** by **2032**, growing at a **CAGR 2023A-2032F** of **+8.1%**.



Market drivers



Growing interest and **participation** in talent shows



Growing popularity of talent shows through **streaming platforms**



Augmented Reality to enhance the viewer's experience with *smartphone* usable content (*virtual tour, virtual test drive, etc.*)



Virtual Reality to offer viewers a 360° immersive experience



High production costs:

- ✓ **Circuit rental** - high quality and safety standards are required;
- ✓ **Panel of stars as judges** - to increase visibility.



Difficulties in securing **sponsor funding**

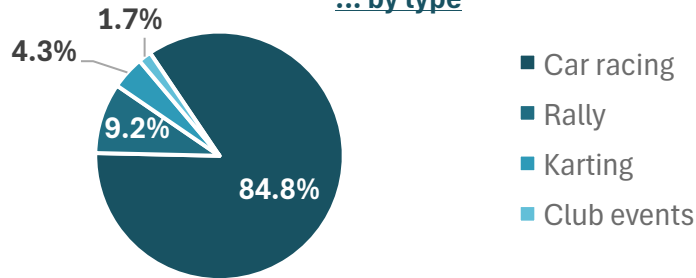
Source: Orbis Research – Europe & North America Talent-show Market 2023



Talent shows market 2023 revenues analysis ...



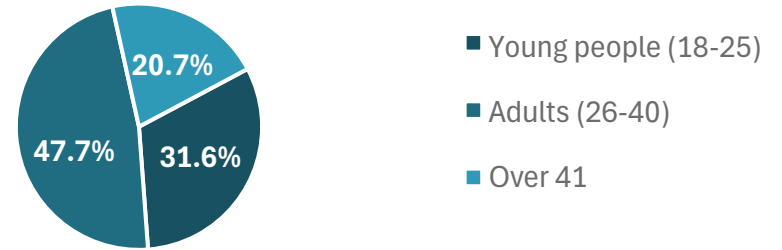
... by type



- The **motor racing** segment accounts for the **largest share of revenues in 2023** and is projected to continue to hold the lead.
- The *karting* segment will have the highest annual growth rate of +9.7%.



... by final customer

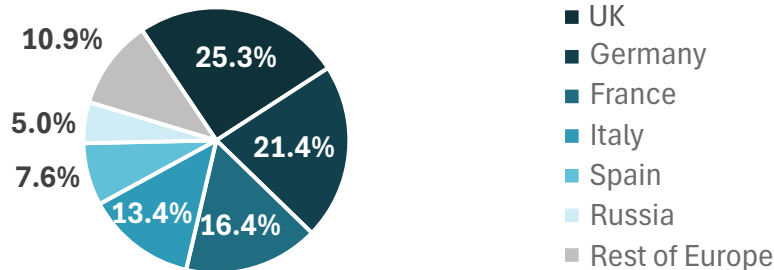


- The **adult segment** is worth **\$1.6 billion** in 2023 and is expected to reach \$3.2 billion in 2032.
- The children's category will register the highest annual growth rate over the forecast period, at +8.7% between 2024 and 2032.

Talent shows market 2023 geography analysis ...



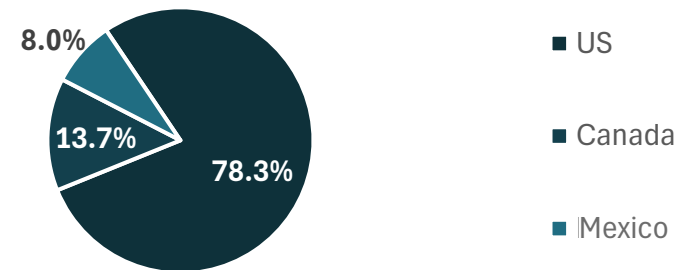
... in Europe



- The European market was worth **\$1.9bn in 2023** and is estimated to reach \$3.8bn in 2032, with a CAGR 2023A-2032F of +7.9%
- The **UK** accounts for the largest share of revenues in 2023, at \$0.5bn.
- The **Italian** market is expected to grow from \$0.3bn in 2023 to \$0.5bn in 2032.



... in North America



- The North American market is worth **\$1.5bn in 2023** and is expected to reach \$3.1bn in 2032, with a 2023A-2032F CAGR of +8.2%.
- The **US** accounts for the largest share of revenues in 2023 with projections indicating a continuation of this trend until 2032.





Strategy and Use of Proceeds

Future programmes and Use of Proceeds (1/2)

GT Talent Group intends to consolidate its competitive positioning and become a **reference point in the *motorsport and entertainment* sector**, through a strategy with the following growth guidelines :

Strategy

Timeframe

Expansion of the car fleet

- The Group intends to expand the volumes and profitability of its *experience*, in particular by **expanding its fleet of *supercars***, in order to make event management more efficient and increase the number of participants per day.
- The company's strategy envisages that the expansion of the car fleet will take place through both **internal** and **external growth**.



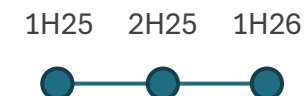
Internationalisation of the business

- The Group's objective is to develop the 'GT Talent' *talent show*, also **abroad**, both with a **direct presence** (as it recently started to do in France and Spain) and through **agreements with local *players*** (as it did with Dream Racing).
- The Group also intends to evaluate the development of its activities in some **emerging markets**.



Business consolidation in Italy, with a particular focus on B2B and safe driving schools

- Establish strategic partnerships, open new physical locations in shopping centers, and enhance digital marketing activities;
- Expand the service package to include safe driving and sports driving courses.



Strengthening of the organisational structure

- The Group is facing rapid growth in its business. To cope with it in the best possible way, the Group intends to strengthen its internal structure by hiring new technical staff (to manage track *experience*), commercial staff (to manage the multiple active sales channels) and new managerial figures and with investments in CRM and management *software* to better structure the coordinated management of business and finance.



GT Talent advances its **U.S. expansion strategy** by signing a **preliminary agreement with XR Consulting**.

- On **October 18, 2024**, GT Talent Group S.p.A. announced that it has signed a **preliminary agreement with XR Consulting LLC** to establish a *partnership* aimed at **developing and promoting the "GT Talent" format in the United States**.
- XR Consulting, **through its operating partner Dream Racing**, the leading driving experience operator worldwide, offers its services in the U.S. market, particularly at the iconic **Las Vegas Motor Speedway**, with a wide selection of supercars, including Ferrari, Lamborghini, and Porsche.

The Agreement

1. **The creation of a U.S.-based entity**, to be called **GT Talent USA ("GTT USA")**, headquartered in Las Vegas, Nevada, **with both partners holding 50% ownership**;
 2. The governance structure adopted will allow the Company to include GTT USA within its consolidation perimeter (the Board majority will consist of GT Talent Group);
 3. **XR Consulting** (also through Dream Racing) will contribute its **years of experience and expertise in the U.S.** driving experience market, **including established relationships with sponsors and broadcasters**.
- **The final terms of the agreement are expected by the end of this year. GTT USA will begin operations in the early months of next year.**



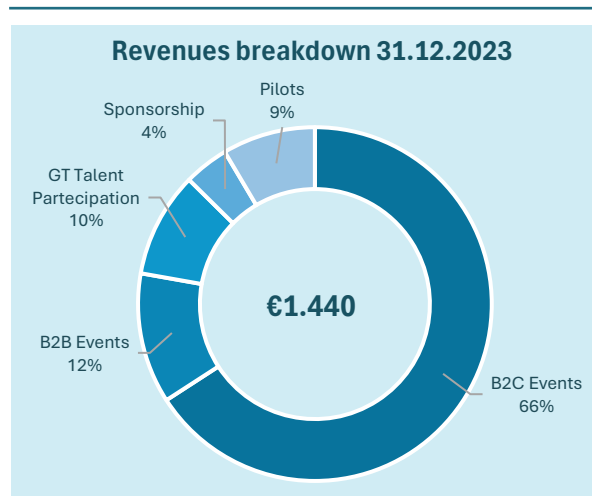


Financials and the Structure of the Operation

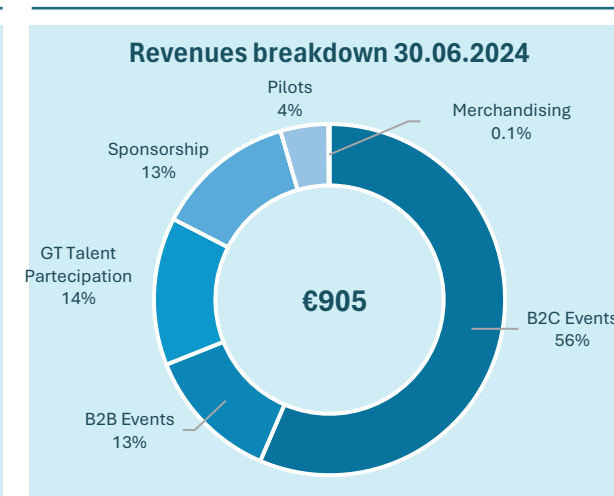
Consolidated Income Statement

Income Statement (€/000)	2023A	H1 2024A
Sales	1.440	905
Δ in Finished goods	(1)	0
Inc. Fixed assets for internal work	1.077	356
Other revenues and provisions	153	1
Value of Production	2.670	1.263
Raw Materials	(258)	(142)
Services costs	(1.355)	(619)
Costs for use of third party assets	(497)	(257)
Personnel costs	(292)	(192)
Other management costs	(61)	(45)
EBITDA	207	7
<i>EBITDA (% of Revenues)</i>	<i>14,4%</i>	<i>0,7%</i>
Amortisation	(17)	(46)
Depreciation	(30)	(64)
Write-down of Group loans	(2)	(24)
EBIT	158	(126)
<i>EBIT (% of Revenues)</i>	<i>10,9%</i>	<i>13,9%</i>
Financial gains (losses)	(153)	(139)
EBT	5	(265)
<i>EBT (% of Revenues)</i>	<i>0,4%</i>	<i>29,3%</i>
Tax provision	(9)	50
Net profit	(4)	(215)
<i>Third party net profit</i>	<i>0</i>	<i>(5)</i>
<i>Group net profit</i>	<i>(4)</i>	<i>(210)</i>

Note as of 31.12.2023



Note as of 30.06.2024



The main items that have the most significant impact on EBITDA are as follows:

- Increase in fixed assets for internal works:** This item includes the expenses incurred by Scuderia Gentile for the production of the GT Talent *format* (40% of production value).
- Cost of services:** As of December 31, this includes primarily advertising expenses, technical consultancy fees, and costs related to the staff supporting the events organized on the track (51% of production value).
- Cost for the use of third-party assets:** This primarily refers to the rental fees for cars, company facilities, and track rentals (19% of production value).
- Increase in fixed assets for internal works:** As of June 30, 2024, the impact on the production value significantly decreases to 28%.
- Cost of services and cost for the use of third-party assets** remain substantially in line, in terms of impact, with the figures recorded as of December 31, 2023 (49% and 20%, respectively).
- Personnel costs** show an increase compared to December 31, 2023, due to the strengthening of the company's organizational structure (15% of production value).

Note: FY2023 is the first year to have audited consolidated financial statements of the GT Talent Group and will be included in the Admission Document.



Consolidated Balance Sheet

Balance Sheet (€/000)	2023A	H1 2024A
Intangible assets	2.866	3.547
Tangible assets	470	528
Financial assets	54	0
Net Fixed Assets	3.389	4.075
Accounts receivable	233	300
Accounts payable	(457)	(467)
Operating working capital	(224)	(167)
Other receivables	722	951
Other payables	(563)	(412)
Net Working Capital	(64)	372
Provisions	(40)	(50)
Net invested capital	3.285	4.397

Shareholders' equity	528	109
Minorities	136	120
Group Shareholders' equity	664	229
Financial debt	2.894	4.249
Cash and cash equivalents	(273)	(81)
NFP	2.621	4.168
Sources	3.285	4.397

Note as of 31.12.2023

- **Intangible assets:** are primarily composed of the CarSchoolBox brand valued at €696 thousand and ongoing assets amounting to €2,130 thousand, mainly related to the capitalization of costs incurred for the creation of the GT Talent format.
- **Financial debt:** This item consists of current financial liabilities amounting to €524 thousand and non-current financial liabilities of €2,370 thousand. The latter is mainly composed of: lease liabilities related to CSB for €214 thousand, and loans and financing for €917 thousand and for €1,185 thousand related to Scuderia Gentile.

Note as of 30.06.2024

- **Intangible assets:** There has been an increase compared to December 31, 2023, primarily related to the capitalization of expenses for consulting services required for the listing on the Euronext Growth Milan market, capitalization linked to the development of the GT Talent *library*, and the development of the new *experience* line for B2B events by Carschoolbox.
- **Financial debt:** This item consists of current financial liabilities amounting to €804 thousand and non-current financial liabilities of €3,445 thousand. The increase in financial debt is primarily associated with the acquisition of new bank loans totalling approximately €900 thousand and an additional portion of financial debt related to new leasing contracts signed in the first half of 2024.

Note: FY2023 is the first year to have audited consolidated financial statements of the GT Talent Group and will be included in the Admission Document.



Operation structure

Capital increase

Issuer	→	GT Talent S.p.A.
Type	→	IPO
Operation structure	→	Capital increase with private placement exemption pursuant to art. 100 of Legislative Decree 24/02/1998 no. 58 (TUF)
Quotation market	→	Euronext Growth Milan
Free float	→	TBD
Warrant	→	TBD
Lock up	→	TBD
Expected Proceeds	→	Ca. € 3 mln

Timeline

Pre-admission	→	2H2024
Admission / Listing	→	2H2024

List of parties

Issuer	
Euronext Growth Advisor & Global Coordinator	
Financial Advisor	
Deal Counsel	ADVANT Nctm
Auditor & Financial DD Advisor	

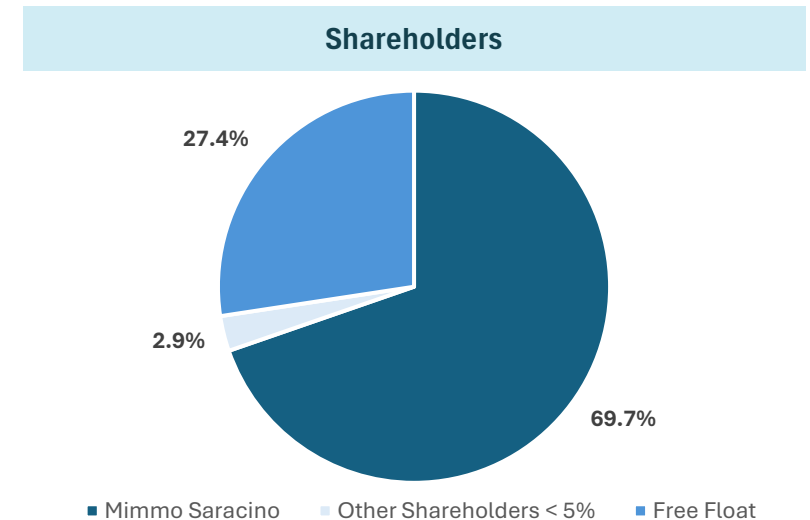
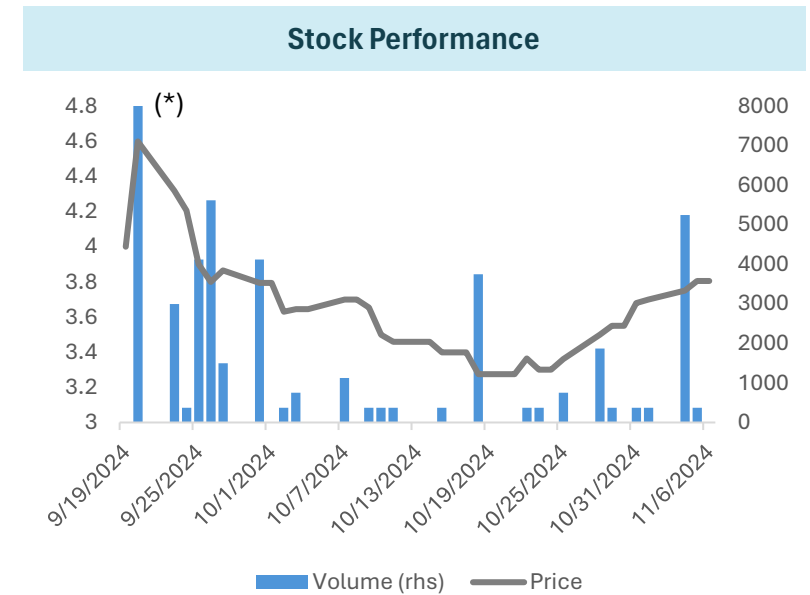


Capital Increase Structure

Capital Increase

Issuer	➔ GT Talent Group S.p.A.
Type	➔ OPS
Operation Structure	➔ Capital increase through a private placement exempt under Article 100 of Legislative Decree No. 58 of February 24, 1998 (TUF).
Listing Market	➔ Euronext Growth Milan
Free Float	➔ as of today 27,4%
Price Adjustment Shares	➔ 10% of the shares of the majority shareholder converted into PAS, contingent on achieving specific objectives: FY2025: Revenues ≥ €3.5 million; NFP ≤ €2.6 million (debt) FY2026: Revenues ≥ €4.5 million; NFP ≤ €2.6 million (debt)
Expected Proceeds	➔ Up to € 3.0 million, of which: <ul style="list-style-type: none"> • 1,6 million raised in IPO; • 0,2 million already allocated to a professional investor

Exchange Data



(*) On the first day of the listing (20 September 2024) 23.250 shares were traded.





As of 1st January 2017, an **important tax relief** is available for investors making **equity investments in innovative SMEs** (Budget Law 2017).

Legal Persons



Deduction from IRES taxable income of **30% of the amount invested**, up to a maximum of € 1.8 million.

Physical Persons



Deduction from gross IRPEF tax equal to **30% of the amount invested**, up to a maximum of € 1 million.



Relaunch Decree

As of the date of entry into force of Decree-Law No. 34 of 19 May 2020 (the 'Relaunch Decree'), **private individuals alone** are allowed to **deduct from IRPEF an amount equal to 50 per cent of the sum invested in the share capital of one or more start-ups or innovative SMEs**, either directly or through undertakings for collective investment that invest predominantly in start-ups or innovative SMEs.

Legal Persons



Opportunity to **organize corporate events** benefiting from a 20% discount for the period 2024-2025.



Opportunity to **sponsor** the *talent show* "GT Talent" at a *favorable pricing* for the period 2024-2025, with **complimentary GT Talent Passes** (up to a maximum of 30 passes).



Opportunity to purchase **safe driving packages** benefiting from a 20% discount for the period 2024-2025.

Physical Persons



Experience CarSchoolBox free for two people



Free registration for the **"GT Talent" talent show auditions** for two people.



30% discount on **safe driving courses**.



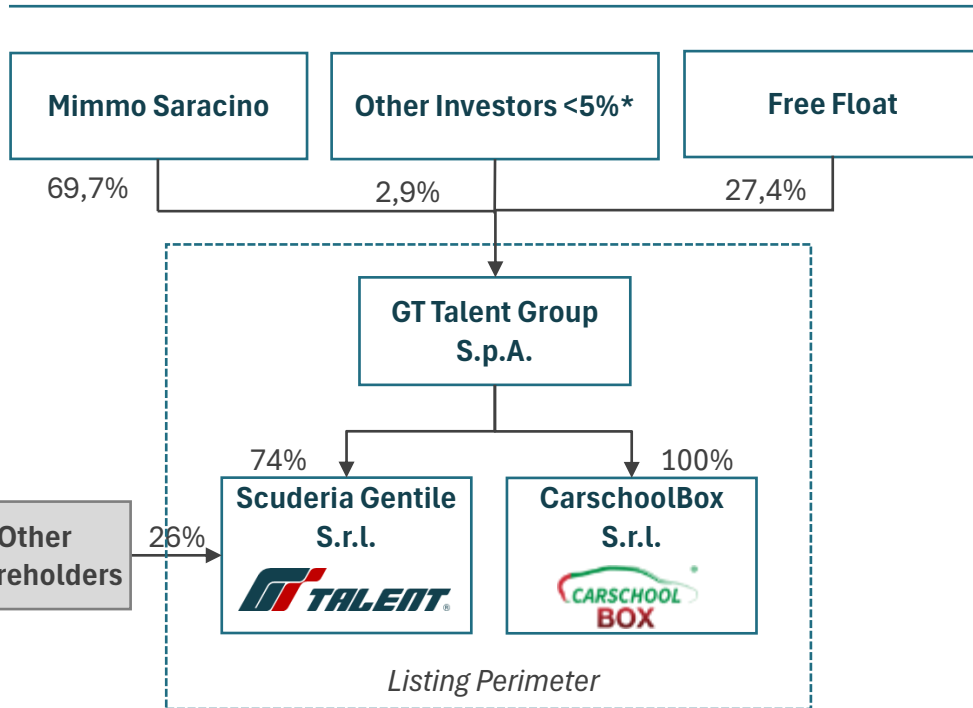
Free track test of a real Mitjet racing car.





Appendix

Shareholders



- GT Talent S.p.A. has been recognised as an innovative SME.
- Other shareholders:
 - ✓ SD motorsport S.r.l.s. (23%), of Franco Russo, strategic partner;
 - ✓ GPG Immobiliare S.r.l. (3%), of Arianna Sacchetto, financial partner.

Corporate Governance

Board of directors

Cosimo "Mimmo" Saracino
CEO

Pierandrea De Marco
Advisor

Andrea Soro
Advisor

Simonetta Bono
Independent advisor

Board of Statutory Advisors

Massimo Pratelli
President

Marco Antonini
Auditor

Raffaele Fiorella
Auditor

Auditor



(*) These shareholders have signed a lock-up agreement with a duration of 6 months from the Start Date of Trading.

Car park

Model	Quantity	Kilometrage	Contract type	Track experience
Ferrari 430 Spider	1	2.742	Rent	✓
Ferrari 458 Italia	2	3.629 - 2.898	Rent	✓
Ferrari 488 GTB	1	n.a. ¹	<i>Leasing</i>	✓
Ferrari F8 Tributo	1	4.025	Rent	✓
Lamborghini Gallardo	1	390	Rent	✓
Lamborghini Huracan Evo	1	5.844	<i>Leasing</i>	✓
Subaru Impreza WRX STi	1	1.773	Rent	✓
Mitjet	1	n.a.	Rent	
Audi R8	1	n.a.	Own	
Audi Q8	1	n.a.	<i>Leasing</i>	
Mercedes Vito (pulmino)	1	n.a.	Own	
Autoarticolati (Scania e semirimorchio)	2	n.a.	Own	
Furgoni Mercedes Sprinter	2	n.a.	Own	
Skid ²	3	n.a.	Own	

(1) Contract signed in 2024.

(2) Used for safe driving courses.



Competitive scenario (1/3)

- The activities of the Issuer are related to the **motorsport market** through CarSchoolBox, and to the **talent show market** through Scuderia Gentile with its "GT Talent" format.

CarSchoolBox

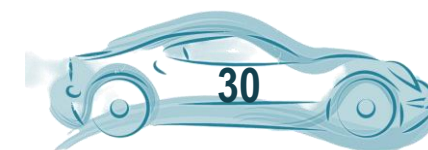


- In the context of motorsports, the Company operates in this market by providing services such as **driving experiences with sports cars on circuits**, and offering **safe and professional driving courses**.
- The market for track experiences with sports cars is **extensive and diverse**. In **Europe**, particularly in countries like France, Spain, Germany, and Italy, there is a rich **automotive tradition**. Companies offer comprehensive driving packages on prestigious circuits, often **rented**, attracting a global audience due to the quality of facilities and variety of available cars. In the **United States**, operators typically **own the circuits** where they operate.
- The Italian market for track experiences is highly **competitive and fragmented**. Renowned companies like Ferrari and Lamborghini offer official programs on legendary circuits such as Monza and Mugello. Numerous operators provide their services across **a large number of racetracks**, offering a wide range of sports cars.
- CarSchoolBox **exclusively operates in Italy**, thus the competitive analysis is focused on operators active within the country.

Scuderia Gentile



- The talent show market is known for its **constant growth** at a global level, characterized by numerous and passionate audience.
- The *talent show* model is highly **flexible** and finds numerous applications, each with a **limited number of operators** who consequently hold **large market shares**.
- To penetrate new countries, producers of formats that generate **international interest** create various **local versions** for the countries where they will be introduced.
- The format proposed by the Company is **highly innovative**, and for this reason, the number of market operators producing *talent shows* in the relevant field is significantly limited.
- In this dynamic landscape, successful operators differentiate themselves through **unique themes**, **strategic partnerships** with industry *stakeholders*, and **marketing strategies** that continually adapt to changing trends, promoting innovation and evolution in the automotive *talent show* market.










Competitive scenario (2/3)

Operator	Track experience	Corporate events	Safe driving courses	N. circuits	N. cars	Operator	Track experience	Corporate events	Safe driving courses	N. circuits	N. cars
 CarSchoolBox	✓	✓	✓	14	8	 Da Zero a 300	✓	✓	✓	1	6
 RSE	✓		✓	21	33	 Scuola di Guida Sicura	✓	✓	✓	29	20
 Puresport ¹	✓	✓		12	12	 Guida un Mito	✓	✓	✓	17	8
 Passione GT Noleggi	✓	✓	✓	12	10	 Super Lap	✓	✓	✓	5	n.d.
 Guidare Pilotare		✓	✓	4	9	 We Can Race	✓	✓		17	13
 Racing in Italy	✓		✓	11	22	 Centro Guida Sicura Vallelunga		✓	✓	2	n.d.
 Scuderia de Adamich		✓	✓	1	50+	 Corsi di Guida Sicura Sportiva	✓	✓	✓	19	n.d.

(1) Swiss operator active in the Italian territory
Source: Management's elaborations on public data



Competitive scenario (3/3)

Operator	Sector	Principal broadcasting method	HQ	Geographic coverage
 GT Talent	<i>motorsport</i>	Amazon Prime Video, Discovery	Italy	Europe
 F1 Academy Limited	<i>motorsport</i>	UK	UK	Global
 Make it Your Race ¹	<i>motorsport</i>	Discovery	Switzerland	Europe
 SMP Racing Academy	<i>motorsport</i>	NTV	Russia	National
 Rally Italia Talent	<i>motorsport</i>	Sky	Italy	National
 Road to Race Academy ²	<i>motorsport</i>	n.a.	Switzerland	n.a.
 The Italian Dream ²	Football	Starzplay	United Arab Emirates	n.a.

(1) has discontinued production

(2) (2) under development

Source: Orbis Research – Europe & North America Talent-show Market 2023 & data available on the websites of the analyzed companies



TALENT®

YOUR DREAM RACE



GT Talent Group

Via F. Filzi 2, 20124 – Milano (MI)

