



Press release

GENERALFINANCE STRATEGIC PARTNER OF MV AGUSTA

Milan, 18 November 2022 – Generalfinance has accompanied and supported MV Agusta Motor S.p.A. in its ambitious corporate relaunch plan, with the launch of new models, projects and new segments, which recently ended with the entry of KTM AG, a PIERER Mobility company, into the share capital with a 25.1% stake. KTM AG has a well-established structure that will support MV Agusta in the best possible way in the supply chain and distribution.

Massimo Gianolli, CEO of Generalfinance, commented: *"We are very proud to have supported MV Agusta in this important turnaround process, began in 2008, which has allowed the progressive recovery of market shares and the improvement of the financial fundamentals of one of the most famous motorcycle manufacturers in the world, heritage of Made in Italy manufacturing in our country; path that led MV Agusta to define a strategic partnership with PIERER Mobility, a leading operator in two-wheelers with over 2 billion in turnover in 2021. Over the years, our function has gradually expanded from the granting of the loans supporting the working capital, to the outsourcing management of the loan portfolio, also with a view to supporting growth in international markets through export factoring, today a fundamental channel for sales of MV Agusta. We are pleased to have provided – in line with our mission to support Italian companies engaged in recovery plans – a social contribution for the maintenance of jobs in the historic plant in Schiranna – in the Varese area – and of know-how, the result of almost 80 years of history, fundamental for the MV Agusta Group to compete even more successfully in the coming years. A special thanks goes to **Timur Sardarov** for the constant financial and managerial support and for the trust given to our work, to **Paolo Bettin** for the constant precious collaboration, to the entire MV Agusta team that has shown absolute ability and excellence and to the Generalfinance team composed of **Riccardo Gianolli, Marco Carnevali, Alessandro Ferrari** and **Elisa Addis** who supported in the best way MV Agusta in all the complex phases that the company has gone through in recent years".*

GENERALFINANCE

Founded in 1982 and led for over 30 years by Massimo Gianolli, Generalfinance is a supervised financial intermediary, specialized in factoring, able to guarantee rapid and personalized interventions according to the different needs of customers. Operating at the two offices in Milan and Biella with a team of about 60 professionals, Generalfinance is a leader in the factoring segment for distressed companies.

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