



Press Release

GENERALFINANCE STRENGTHENS ITS MANAGEMENT TEAM TO SUPPORT GROWTH AND DIGITAL INNOVATION

**New “Integration & Transformation” Department established, led by Matteo Pizzicoli
Massimo Bullo appointed Chief Marketing Officer
Maria Virginia Piccirilli appointed Chief People & Culture Officer**

**The strengthening of the management team accelerates the execution of the strategies defined
by the Board of Directors.**

Milan, 5 February 2026 – Generalfinance (the “Company”), a financial intermediary specialised in factoring and listed on the Euronext STAR Milan segment of Borsa Italiana, announces a significant enhancement of its organisational structure with the establishment of the **new “Integration & Transformation” Department** and the appointment of **new senior managers** overseeing the **Marketing and Human Resources areas**.

These appointments are part of a broader strategy to further strengthen the *management team*, supporting business growth, accelerating digital transformation, and enhancing organisational efficiency, in line with the Company’s long-term growth objectives in Italy and internationally.

The New “Integration & Transformation” Department

To manage technological and organisational evolution with greater effectiveness and focus, the Company has established the **Integration & Transformation Department**. This new function will be responsible for defining the corporate process integration plan and overseeing digital transformation programmes, ensuring continuous alignment between project execution and the Company’s strategic guidelines.

The Department will be led by **Matteo Pizzicoli**, a manager with over twenty years of experience in the banking sector. Pizzicoli has held senior roles throughout his career, including Head of Digital Transformation at Banca Popolare di Sondrio and, previously, Director of Organisation and Innovation at the Credito Valtellinese Group.

Strengthening of the Management Team

The reinforcement of the senior management team also includes the appointment of two professionals with solid international experience:

- **Massimo Bullo (Chief Marketing Officer)**: expert in marketing and brand strategy, he has built his career within globally recognized organizations. He served as CMT Executive Advisor for Central Europe at Accenture Song, as well as Chief Marketing Officer for Vodafone Consumer, and held senior leadership roles at Samsung and Nintendo. He will be responsible for overseeing the Company’s positioning and marketing, communication, and public relations strategy both in Italy and internationally.

- **Maria Virginia Piccirilli (Chief People & Culture Officer):** with over twenty years of experience in Human Capital management, she has led HR functions in complex and multinational environments, most recently as **Group HR Director at Acciaierie d'Italia**. She previously held senior roles at **Darag Group** and **Mohawk-Marazzi**. She will oversee the development of human capital in alignment with the Company's growth plans.

GENERALFINANCE

Founded in 1982 and led by Massimo Gianolli for over 35 years, Generalfinance is a supervised financial intermediary specialised in factoring, able to guarantee rapid and customised interventions according to the different needs of its customers. Operating from its offices in Milan, Biella, Roma and Madrid with a team of around 90 professionals, Generalfinance is a leader in the segment of factoring for companies in "Special Situation".

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