

**PERSONAL
DATA**

Name: ANTONIO DI PRIMA
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Status: Married, two sons
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EDUCATION

- ▶ **MBA (Master in Business Administration)** – Bologna Business School, Bologna (IX Edition, 1995/1996, 15 months full time)
- ▶ **Degree in Management Engineering** - University of Palermo - 1994, grade **110/110 and laude** (with distinction)
- ▶ **Certified Engineer**
- ▶ **High school - Scientific Lyceum** - Gonzaga Institute of Palermo, grade 57/60

EXPERIENCE ▶ **June 2020 – current position**

Coopservice S.coop.pa, Italy

- ❖ Head of Strategic Planning, Controlling, M&A

The company is one of the Italian leader of the Integrated Facility management sector with ca. 600 million of revenues and 16.000 employees. It has more than 100 participated entities and at Group consolidated level reaches more than 1 billion of revenues.

Among the main activities: Strategic development of the 4 Business Lines (Cleaning, Moving, Security, Energy and Technical Services), M&A development (both acquisitions and divestitures) and Management Controlling with continuous improvement Projects control and Directional Reporting.

▶ **November 2017 – May 2020**

SCS Consulting - Azioneinnova SpA, Italy

- ❖ Business Development and Project Manager

Market development activities of M&A and Strategic services to industrial clients; as a Manager I am managing assignments of organization and processes optimization and acquisition due diligence for Private Equity houses and corporates.

Among main clients and assignments: Coopservice, Liquigas, Italian Design Brands, Alleanza 3.0.

▶ **January 2012 – October 2017**

EY S.p.A., Milan, Italy

- ❖ Director, Transaction Advisory Services practice
- ❖ Service lines: Corporate Finance Strategy and Operational Transaction Services
- ❖ Italian Leader of the following sectors: Furniture and Disegn; Security services

As a Director of a team of ca 35 people and Euro 7 million of revenues per year, I was involved in more than 60 assignments with a M&A, strategy, re-organization and performance improvement focus, all carachterized by a significant level of business discontinuity goals. Some of the main clients and projects were:

- **Italian Market leader of the Security Industry**
 - Several Business and Financial due diligence for the main player of the market
 - For a leading Italian Private Equity fund I completed a detailed Business and Financial due diligence of three top Italian players of the sector in order to create the Italian leader of the market. In addition I identified: the potential synergies, the Integration Plan and the new Organizational model and structure

EXPERIENCE
(cont'd)

- **Electrolux Appliances (white goods):**
 - Re-shape and design of the Service Centers network new mission, organisation and operating model
 - Definition of the new go-to market strategy for the built-in business
- **Randstad** (temporary staffing): Post Deal Integration Programme (strategy and implementation support) after the acquisition of Obiettivo Lavoro group; combined revenues €1.2 bn, 1,000 headcounts, 20,000 staffing
- **Elica** (hoods appliances): Definition of the new supply chain operational model
- **Italtel** (IT and telecom services):
 - Restructuring Plan preparation and monitoring
 - Vendor support during potential sell-side M&A process
- **Metro Group** (Large Diversified Retailer): Business, Financial DD and Synergies definition of two potential targets in the food distribution
- **Arvedi Group** (Steel industry): Synergies valuation for the potential merger with a large Italian producer
- **Furniture and Design industry:** several Business Due Diligence and Financial Due Diligence (for Private Equity and PMIs)
- Main **Private Equity houses** assisted: Mandarin, Private Equity Partners, HIG, Permira, Bridgepoint, Antin, EOS, Progressio, Fondo Strategico Italiano, Sator

▶ **June 2011 – December 2011**

TeamSystem S.p.A., Milan, Italy

- ❖ Managing director of Milan branch

The company is a leading Italian player which develops and distributes software for professionals (Commercialisti and Payroll) and small/medium enterprises (ERP systems). I led the Milan branch (ca € 10 million of revenues), composed by 50 people, including: sales personnel, software developers, application consultant, clients assistance, administration office

EXPERIENCE
(cont'd)

▶ **October 1999 – June 2011**

KPMG Advisory S.p.A. - Transaction & Restructuring practice, Strategy and Restructuring group, Milan, Italy

- ❖ January 2008, Associate Partner
- ❖ October 2003, Senior Manager
- ❖ October 2001, Manager
- ❖ October 1999, Senior Consultant

Most significant assignments for Corporates, Banks and and Private Equity include:

- ❖ Strategy assessment, definition and deployment
- ❖ Business Plan assessment and preparation
- ❖ Business and Commercial Due Diligence, “Buy side” and “Vendor”
- ❖ Pre-deal feasibility analysis and synergies valuation
- ❖ Post Acquisition Integration

▶ **April 1998 - September 1999: Ernst & Young Consultants** – Milan, Italy

- ❖ Senior Consultant

Most significant assignments include: Organisational restructurings, Project management, ERP implementations, Product offering definition, Process re-engineering

▶ **June 1997 - March 1998: BBS S.r.l.** (Baan Business System) – Parma, Italy

- ❖ Consultant. Most relevant assignments include: Process re-engineering (Controlling, Operations, Finance)

▶ **April 1997 - June 1997: Alcoa Italia S.p.A.** - Milan, Italy

- ❖ Extrusion product Controller (internship)

▶ **January 1997 - April 1997: Zadi Group** - Modena/Milan, Italy

- ❖ MBA internship and External Consultant: Restructuring and M&A advisory

**ADDITIONAL
INFORMATION**

- ▶ **Board Member** of Eviso, company operating in the Energy sector which starting in 2013 in three years achieved €50 million of revenues and a significantly higher profitability than the industry
- ▶ Lectures at **Il Sole 24 Ore**:
 - Executive Master in Gestione e Strategia d'Impresa (Strategy and Business Management)
 - Fashion and Luxury Management (M&A e Operazioni Straordinarie)
- ▶ Lectures at **FLA (Federlegno Arredo)**:
 - Il Passaggio Generazionale
 - Le Operazioni Straordinarie come strategia di crescita
- ▶ **KPMG International trainer** for internal courses of **Business Planning** and **Problem Solving** (trained +200 professionals)
- ▶ Speech at the Bologna Business School MBA Alumni meeting: **“Acquisition as a growth strategy: key challenges”** - Bologna Business School, Bologna
- ▶ Lectures on **Business Due Diligence and Business Plan Analysis** at the “Private Equity Master” - MIP, Milan
- ▶ Lectures on **Business Due Diligence and Business Plan Analysis** at the “Cuoia MBA, Vicenza
- ▶ Lectures on **Project Management** at the “Real Estate Master Course”, Milan
- ▶ **Full Grant** to attend the MBA at Bologna Business School (European Development Fund)
- ▶ **Erasmus Project** - Technical University of Denmark , Copenhagen, 9 months

Key professional courses attended:

- ▶ Debt Restructuring – KPMG, Milan
- ▶ Modern Valuation Techniques - Steve Shaw Associates, Brussels
- ▶ Senior Advisory skills - KPMG International, Brussels
- ▶ Transaction Services 3 and 4, Advanced acquisition skills - KPMG International, Brussels
- ▶ Negotiation skills - ISTUD, Stresa
- ▶ Successful selection and hiring - KPMG, Milan
- ▶ Private Equity techniques - AIAF (Italian Association Financial Analysts), Milan
- ▶ SCI (Strategic and Commercial Intelligence) academy and strategic thinking - Imparta, London

Languages:

- ▶ **Italian:** Native language
- ▶ **English:** Advanced (spoken, written and business)

I authorise the management of my personal data in accordance with the Italian law (D. Lgs. 196/2003)