

April 29, 2025

Guglielmo Di Silvio

(Executive Director)

Guglielmo Di Silvio was born in Padua on March 22, 1970.

After graduating in Statistical, Economic and Actuarial Sciences from the University of Padua, he began his professional career in the commercial sector, collaborating with Fashion's Group S.a.s. and subsequently with Recom S.p.A., where he held the role of Purchasing Director.

In 2003, he co-founded Promotica S.p.A. (formerly Promotica S.r.l.), which within a few years became one of the leading players in the loyalty market in Italy and was admitted to trading on Euronext Growth Milan in 2020. He is currently a member of the Board of Directors.

Since 2005, he has also been Director of Mercati S.r.l., a company active in the import and production of household and leisure items under the WD Lifestyle brand.

As of the date of the Ordinary Shareholders' Meeting for the appointment of the new Board of Directors, he holds the position of Executive Director of the Company.