

MEDIA LAB S.p.a.

Codice fiscale 01228050116 – Partita iva 01228050116
Sede legale: PIAZZA QUATTRO NOVEMBRE 4 - 20124 MILANO MI
Numero R.E.A 1979161
Registro Imprese di MILANO n. 01228050116
Capitale Sociale Euro € 237.000,00 i.v.

Financial report for the year ending December 31st ,2018

Dear Shareholders,

The financial statements for the year ending December 31st ,2018 which we submit for your approval, show a net profit of **€52,600.00**

This result was achieved by attributing a tax amount of **€23,103.00** to the pre-tax result of **€73,703.00**.

During the year, the company continued to perform the main activity in the field of software production for the dental sector.

It is announced that on March 23rd , 2018 the company was listed on the Euronext stock exchange of Paris.

The objective of Media Lab listing on the Euronext Paris Stock Exchange is to allow it to publicly evaluate its business model and access the international financial market in order to establish a leadership in the software market for the dental sector.

Media Lab shares are listed on the Euronext Paris stock exchange through the private placement procedure, after a subscription by institutional investors of €600,000.00. The share capital issued by Media Lab currently includes 2,370,000 shares. Based on a price per share of €3.43 at the time of listing, the company's market capitalization is €8.14 million.

The listing on the Stock Exchange and the entry of new shareholders have guaranteed a flow of capital that will allow new investments in the short term, both in Research and Development and for the penetration into new markets. Participation in international exhibitions in Europe, Middle and Far East (Cologne – Germany, Dubai and Singapore) has allowed us to expand our market European and in Eastern Countries and to start laying the foundations for the search for business partners.

The company that deals with the development and sale of solutions for the dental sector, has developed two product lines, the first dedicated to the software for the management of the dental practice, called ConfiDent, the second dedicated to the software of guided surgery for dental implants, called Implant 3D. Media Lab products are aimed at a growing European market valued around €450 million by 2024 for management software and over €60 million by 2023 for guided surgery. The main function of ConfiDent, which is an already widespread software, is to provide a complete tool to the dentist including an agenda, a patient database, a clinical diary, an estimate, the billing, the X-Ray and images, messaging and much more.

The aim of Media Lab is to develop ConfiDent in new territories offering translated versions for the main European countries and to develop a new software version totally cloud based.

The second product line, the implant planning software called Implant 3D, combines sophisticated 3D-medical visualisations, surgical simulation and navigation systems and has been designed to allow dental implant diagnosis and simulation.

In 2018 a new Implant 3D module was marketed, called GuideDesign, which allows the creation of surgical guides for the execution of implant prosthetic surgery in guided surgery. Implant 3D and GuideDesign are currently sold in some European countries and Media Lab intends to develop new markets in the coming years.

Media Lab has built a hybrid business model, with the sale of software licenses that provide one-off revenues, technical support proposals for its software and surgical guides export fees, with the opportunity of generating recurring revenues.

Thanks to its team of experts and developers, Media Lab is in the process of creating new products and market opportunities, also in partnership with international companies, in order for the company to grow.

In 2018, the company's turnover increased by around **34%** from **€683,983.00.** to **€922,533.00.**

The main balance sheet indicators are positive and in particular they are: ROE 6.48% ; ROI 5,96% ; ROS 8.41%.

In 2018 the foundations were also laid for further developments that will continue throughout 2019 on the basis of the initiatives described in the previous paragraphs.

We thank you for your trust and we invite you to approve the budget as presented.

For the Board of Directors
The Chairman
(Dr. Massimo Ivani)