



Annual Report
2023

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About

MESSAGE FROM THE PRESIDENT

A Laboratory of Expanding Synergy



“The growth in 2023 was not only in terms of products and volumes, but also in terms of our geographic presence.”

Throughout the long journey of AIM Group, from the early 1960s to the present day, few things have remained constant amidst the continuous technological, cultural, and business changes that have occurred. However, **one constant has been our inclination towards innovation based on market listening and interpreting clients' needs**, and evolving organisational models, talents, and services.

In the past year, we have demonstrated that AIM Group's identity lies in its ability to provide clients with new solutions and formats. **The Group's dynamism and flexibility in adapting to change represent its true value, allowing it to continuously readjust and grow.**

We are a laboratory of synergy, where highly specialised teams, various divisions, functions, and offices integrate and inspire each other.

The growth in 2023 was not only in terms of products and volumes, but also **in terms of our geographic presence**. Our offices outside of Italy have consolidated their business, achieving excellent performance thanks to the acquisition of significant international clients. Consequently, they represent a much more substantial share of the Group's business than in the past.

These results reflect **a new approach to business** that guides us, with an eye firmly on the future.

The sustainability of our activities and the industry we operate in permeates not only our operations but also our strategies and internal choices throughout the entire supply chain. The first Sustainability Report produced in 2023 went hand in hand with obtaining the **ISO 20121 certification for sustainable event management** and launching an important structured path to develop in the coming years.

Our forward-thinking approach is evident in our significant investments in the company's development. These include **relocating our headquarters in Milan to a new, larger, and more modern office** with appropriate spaces and formats that better reflect the image of an innovative company. Additionally, **we are committed to developing young talents**, acquiring, training, and nurturing them, and maintaining relationships with various universities where we share our expertise by contributing to courses and master's programmes.

As I proudly present the results of 2023, I would like to **thank our team, partners, suppliers, and the entire chain of stakeholders** with whom we create value for our clients every day.

Gianluca Buongiorno
President AIM Group International

ABOUT

OUR GROUP

AIM Group International is a multi-service and ever-changing company that has been at the forefront of conferences, events and communications for over 64 years.

We help our clients to transform, grow and succeed.

Sparkling meaningful connections

At AIM Group International, we believe in the power of connections that go beyond the ordinary.

Our mission is simple yet profound: to ignite meaningful experiences that create meaningful connections that inspire, transform and endure.

We excel at nurturing relationships that matter, fostering dialogue between brands and their audiences; scientific societies and associations and their sponsors and members; companies and their clients, partners or employees.

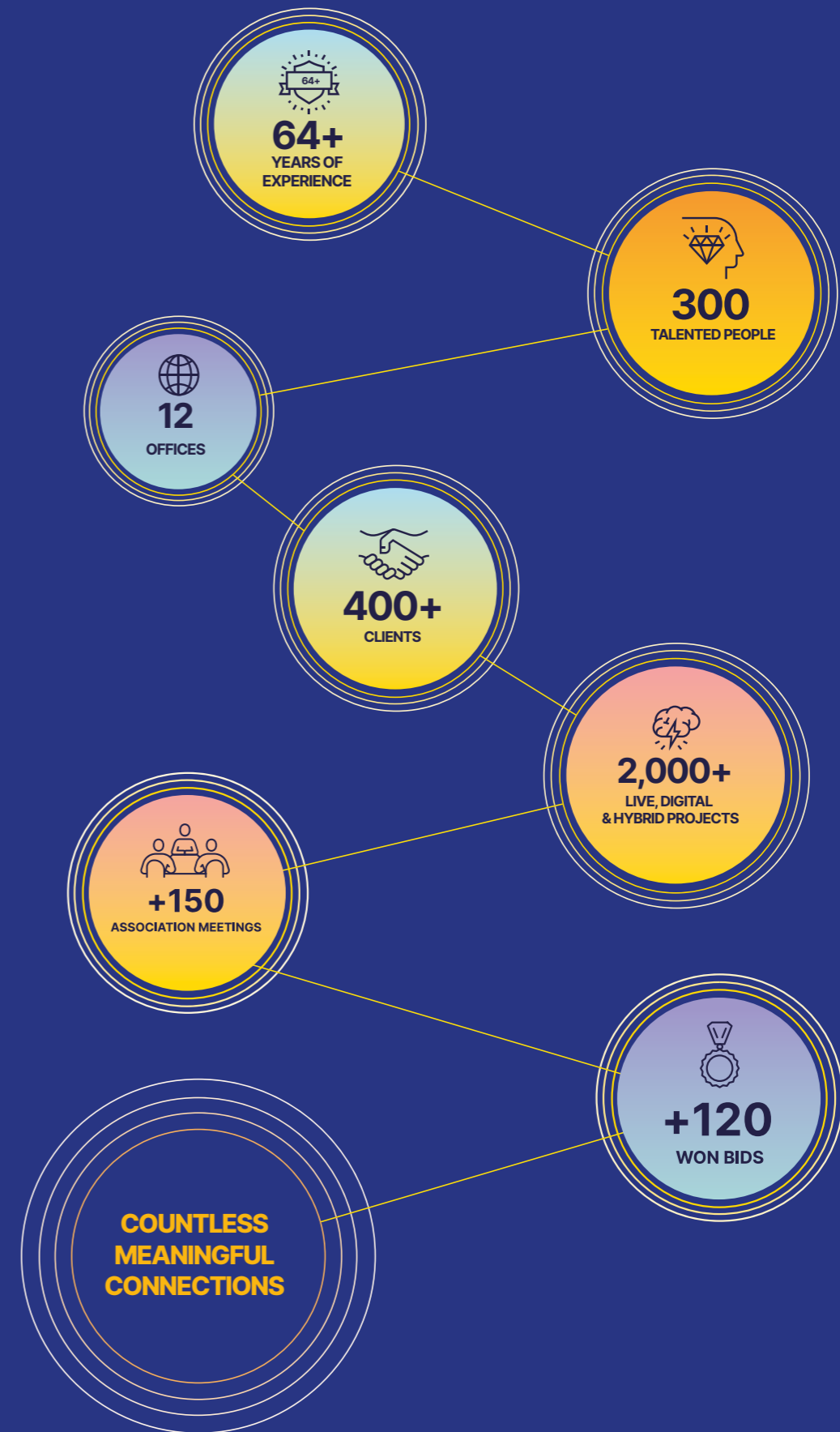
Let's do it together!

We build strong and lasting partnerships with our clients, providers and stakeholders. Trust, transparency and a shared vision for success are at the heart of all our relationships, enabling us to break new ground and achieve remarkable results through collective effort.

Meet, Engage, Think

Events, communications, consultancy: our exceptional teams work together to elevate experiences, generate ideas and deliver innovative solutions. Our strategic approach, sustainable practices and specialist services integrate and complement each other to provide comprehensive support to clients across all sectors and geographic areas.

AIM Group in numbers



Areas of Expertise

Let's Meet Events

Knowledge powered by experience, human interaction and collaboration.

We combine our deep expertise, cutting-edge technology and boundless creativity to create captivating and sustainable experiences that foster collaboration, drive change and inspire transformation.

EVENTS
SERVICES

- Conference Management (PCO)
- Virtual, Digital & Hybrid Events
- Healthcare Meetings
- CME – Continuing Medical Education
- Sport Events
- DMC Services & Incentives



Let's Engage Communication

By listening and sharing, we activate audiences through the most effective channels and content and facilitate conversations that resonate, captivate, and compel action.

In the age of digital dialogue and AI development, our campaigns stimulate genuine conversation, inspire change and activate communities.

COMMUNICATION
SERVICES

- Digital Communication
- Social Media & Community Management
- Web marketing
- Press Office & Digital PR
- ADV & Graphic Design
- Tech & App Development
- Video Production & Story Telling
- Website Design & SEO Optimisation



Let's Think Consultancy

We use our analytical and creative skills to inspire innovation, harness new technologies and unlock untapped potential.

We aim to achieve growth, transformation and optimisation for corporate and association clients.

CONSULTANCY
SERVICES

- Digital Transformation & Innovation
- Branding & Multichannel Strategy
- Data Analysis & Performance Tracking
- Association management
- Education & Learning
- Operational Efficiency



Client Segmentation



Public Sector

- Governmental
- Para-governmental
- Political
- Educational

- Universities
- EU Departments
- World Organisations
- Sport Committees
- National Federations



Private Sector

- Non-governmental
- Non-profit
- Partnerships
- Cooperatives
- Educational
- International organisations

- Medical-Scientific Associations and Societies
- Professionals Associations
- Industry and Business Associations



Corporations

- Private Companies
- Private and Public Held

- Pharmaceutical-Life science
- Automotive
- Aeronautical
- Transports
- Financial and Insurance



Achievements

MESSAGE FROM THE CEO

Innovation and growth towards new milestones



“This virtuous circle of innovation, integration, and diversification ensures that we move forward with determination and confidence”

The Group's activities and performance in 2023 allow us to present this Annual Report with **great satisfaction and renewed momentum for the future**.

In just two years since the end of the period of partial restrictions due to Covid, we have managed **to return to pre-pandemic business volumes**. Last year we achieved **a turnover of almost 96 million euros**, a record since the year of our foundation almost 65 years ago.

These results represent great value for the Group, confirming **the solidity of the company** and its business and providing a useful basis for further growth and the development of our industrial plan for the future.

The double-digit growth in turnover is also the result of a strong recovery in the events and communications market, which we have supported by **developing our commercial offer in an increasingly integrated perspective**. We have strengthened our consulting and communications activities across the full range of services and clients.

The dynamism of the events market and our ability to respond effectively are also confirmed by the medium to long-term outlook. The **programme of major events already acquired** represents a major added

value for the Group, allowing us to rely not only on annual sales but also on a solid multi-year base.

The decision to diversify our products has also proved successful. We have **expanded our activities in communications**, digital, thanks to our proprietary platform, and **sport**, which has gained significant momentum.

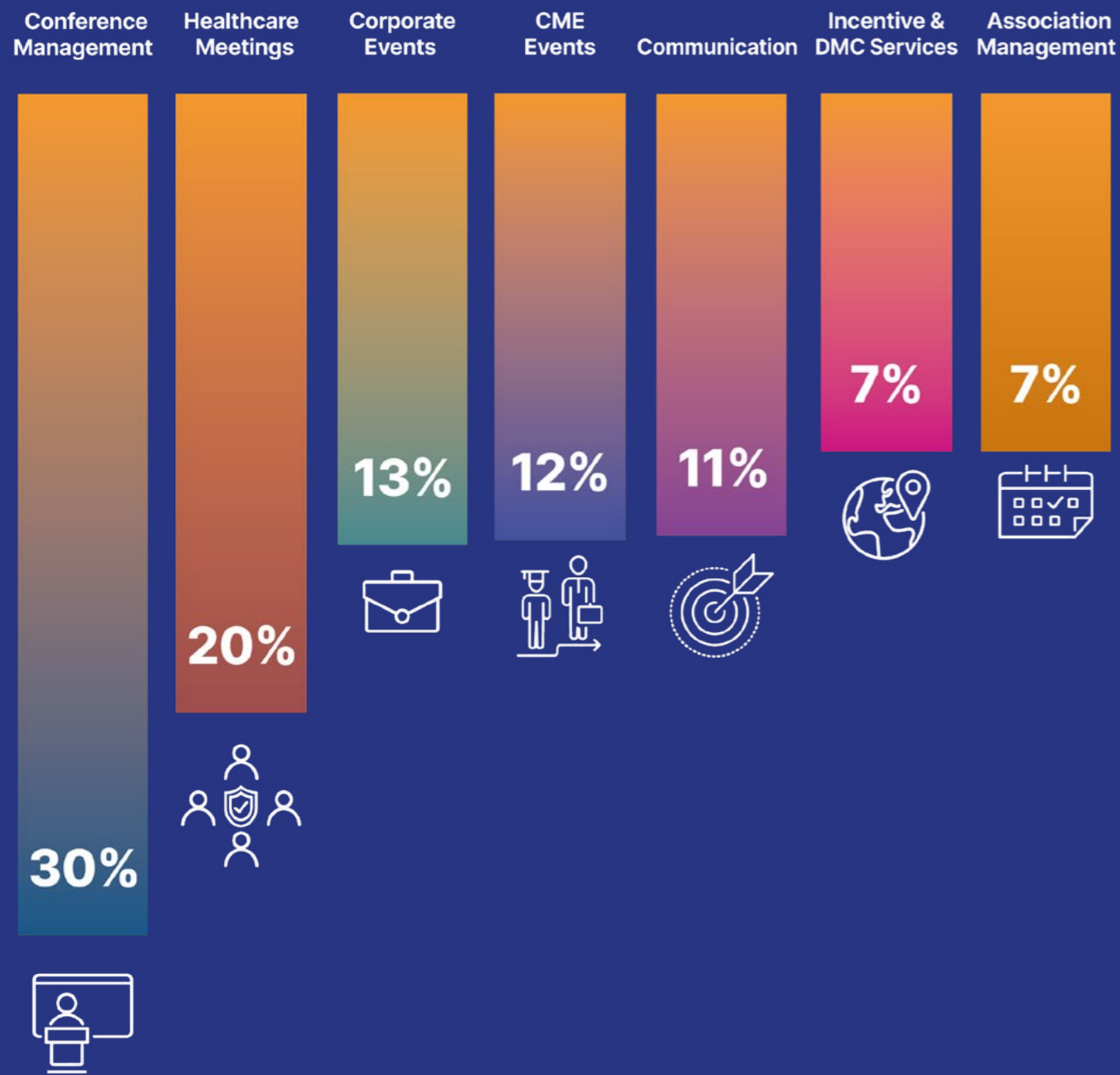
We completed the integration of the Group's two companies, AIM Communication and Gas Communication & Partners, by acquiring 100% of the latter's shares and creating a single entity with 40 communication professionals in our Milan and Rome offices. AIM Communication is now positioned among the medium-sized agencies at national level.

This virtuous circle of innovation, integration, and diversification ensures that we move forward with determination and confidence. With **a solid foundation and a clear vision** for the future, AIM Group is poised to reach new milestones and achieve even greater success in the years to come.

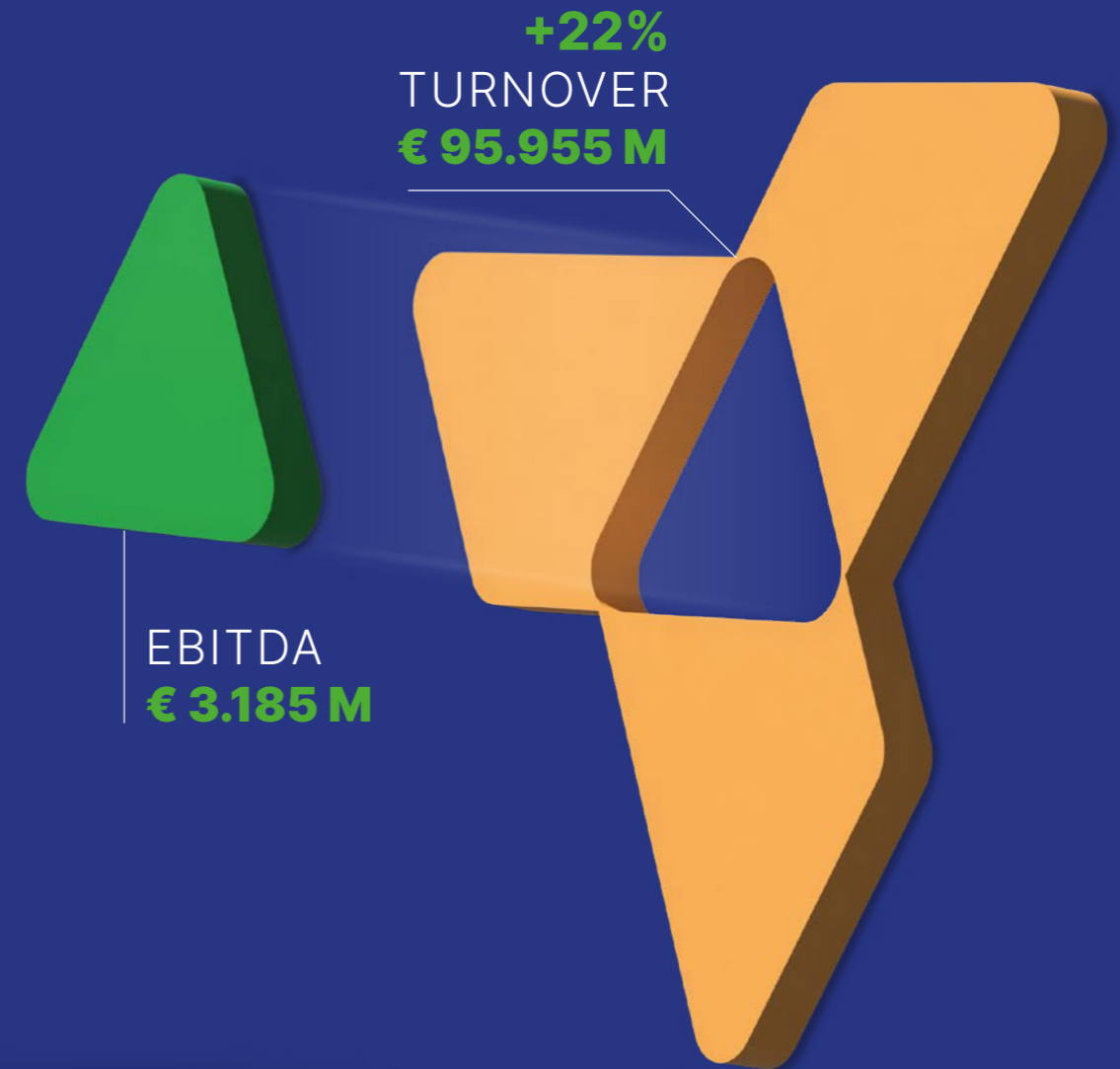
Gianluca Scavo
CEO AIM Group International

ACHIEVEMENTS

Revenue by business segment



Consolidated balance



DIRECT COSTS € 77.663 M	STAFF COSTS € 15.106 M
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ACHIEVEMENTS

International awards

AIM Group's excellence was recognised in 2023 with several awards for outstanding projects



Eventex Awards 2023



Employee Giving & Voluntarism

World Environmental Education Congress
WEEC 22



PR Campaign

Out of the Black. You can get out of depression



Association Meeting

World Environmental Education Congress
WEEC 22



Summit

Global Mental Health Summit



100 Eventex Index 2023

AIM Group was selected as one of 2023's Top 100 Event Organisers and Agencies.



**FCE Awards 2023
Sustainability**

IPSEN Community Day

ACHIEVEMENTS

What's Next

2023 marked an important milestone for the Group, with several strategic initiatives and project wins paving the way for future growth.

A rich pipeline of major events

In 2023 we secured +120 new events, including globally significant projects such as:



VELOCITY Rimini 2026

AIM Group, in conjunction with the Rimini Convention Bureau, the local administration and FIAB (Italian Federation of Environment and Cycling) succeeded in bringing back to Italy the 2026 Velo-city conference after 35 years. Velo-city is the unrivalled global cycling conference, promoted by the European Cyclists' Federation (ECF), attracting over 1,500 delegates from more than 60 countries. At the heart of the bid dossier was a narrative centred on how the City of Rimini has changed over the years to become, in some ways, a virtuous example of a sustainable and cyclist-friendly destination.



IROS 2027

AIM Group International, in collaboration with the Firenze Convention Bureau, Firenze Fiera, University of Florence, local institutions and the entire Italian Robotics Community, has successfully secured the hosting of the 2027 edition of the IROS Congress in Florence, the first edition in Italy. The IEEE/RSJ International Conference on Intelligent Robots and Systems (IROS) stands as one of the largest and most influential robotics research conferences worldwide and anticipates over 5,000 attendees from across the globe.



ECCV Milan 2024

AIM Group is proud to be appointed as PCO for the European Conference on Computer Vision (ECCV), the premier European computer vision event. Held biennially, it attracts more than 4,000 delegates and comprises the main conference and several co-located workshops and tutorials, as well as a robust exhibition. For our Group this high-tech conference represents a valuable achievement in our diversification path.



ESSM Core PCO contract

The collaboration between European Society for Sexual Medicine (ESSM) and AIM began over 20 years ago, with AIM Group serving as the ESSM Secretariat, managing the Society and its members. In 2023 AIM reached a pivotal moment: we responded to the ESSM tender for full Core PCO services and been awarded three editions of the congress: ESSM 2025, ESSM 2026, and ESSM 2027.



FIATA World Congress 2026

AIM Group has successfully supported Fedespedi (National Federation of International Freight Forwarding Companies) in securing the bid for hosting the FIATA World Congress in Milan in 2026. This edition's Congress will mark a significant milestone: the centenary of FIATA and the 80th anniversary of Fedespedi. As the most significant international event for the representation of Freight Forwarders, the Congress attracts over 1,000 participants from five continents annually.

OUR JOURNEY TOWARDS SUSTAINABILITY

Our objective in obtaining the ISO 20121 Certification



We aim to create sustainable and shared value with all our stakeholders, both internal and external, by achieving excellence throughout the value chain of the businesses in which we operate. We therefore place environmental, social and economic sustainability, together with innovation, at the heart of our corporate culture.

In 2023, AIM Group formalised its commitment to sustainability with the publication of the **Declaration of Intent and Values** and the **Sustainable Development Policy**, available on our website, which summarises our commitment to organising sustainable events.

Since October 2023, we also have implemented a **Sustainable Development Policy**. With this document, the Group establishes its commitment to **adopting a sustainable management system in relation to the events organised**. This policy includes the assessment of economic, social and environmental impacts throughout the entire event management cycle, from ideation and planning to implementation, review and post-event activities.

Our commitment to sustainability was further realised this year with **the publication of our first Sustainability Report**. This document, prepared "with reference to the GRI Standards" methodology, is highly relevant as it demonstrates our commitment and determination to achieve a level of accuracy and transparency in environmental, social and governance data.

A customer-centric business

We aim to satisfy our customers by providing them with quality services at market conditions, while fully complying with the laws and regulations applicable in the markets where we operate. We pay particular attention to consumer protection regulations, service information, and advertising, and we are committed to ensuring that courtesy, attention, correctness, and transparency in communication are distinctive elements in our relationships with customers.

The ISO 20121 certification

We obtained the ISO 9001 certification back in 2000, and in line with our commitment and responding to market demands regarding sustainability, in 2023, we acquired the UNI EN ISO 20121:2013 certification for sustainable event management.

This international standard provides guidelines for:

- Plan, implement, and integrate sustainable practices into events
- Increase stakeholder engagement
- Reduce carbon footprint
- Create a positive social impact

For detailed information and examples of AIM Group's dedication to waste reduction, planning carbon-neutral events, engaging clients in sustainable event design, and our comprehensive sustainability strategy, please refer to our 2023 Sustainability Report.



Activity

ACTIVITY

Success Cases. Some of the most Impactful Projects of 2023



MEET

Boyden World Conference Sustainability Certificated for Environmentally Friendly Practices

Being sustainable means organising simple events or giving up creativity and fun? Not at all! You can provide memorable experiences while benefiting the environment and leaving a legacy for the local community. Boyden World Conference 2023 in Madrid has been awarded a sustainability certificate by Eventsost, recognising its commitment to environmentally and socially responsible practices. The certification was achieved by successfully meeting specific criteria across all aspects of the event, including waste management, food and beverage, accommodation, carbon footprint, materials, suppliers and responsible staff management. Boyden also decided to leave a legacy by planting a tree for each attendee, an impressive 220 trees in total, offsetting 100.45 tonnes of CO2. A team-building activity was also organised: assembling children's bicycles as part of a challenge, which were later donated to underprivileged children, reinforcing the legacy to the local community.



MEET

AI-Powered Multilingual Translation Debuts at RHSC General Membership Meeting

In a landmark event, the Reproductive Health Supplies Coalition (RHSC) held its General Assembly in Accra, Ghana. The central theme of the event was resilience, symbolised by the drum, which permeated the design of the event, from the design of the lanyard to a collective drumming workshop that marked the opening day of the plenary sessions.

One of the outstanding features of the event was the use of an innovative AI translation tool for multilingual support, available on smartphones, which enabled seamless communication in more than 30 languages. This approach simplified translation without the need for traditional translation booths, significantly expanding the range of languages supported while reducing overall costs. The quality of the translation was high, also thanks to the ability to create glossaries of terminology, technical terms or speaker lists. The use of AI technology not only enhanced the multilingual experience, but also underlined the forward-thinking nature of the RHSC.

ACTIVITY

Success Cases. Some of the most Impactful Projects of 2023



MEET

Agevity 2023. Longevity, Society, Economy, Future

Considerable media attention, participation of prestigious institutions, internationally renowned speakers, discussions on key issues: the success of Agevity 2023. Longevity, Society, Economy, Future, held in Milan, confirms the value proposition of this new, innovative platform promoted by the Silver Economy Network in collaboration with Assolombarda.

Agevity is the first national platform for dialogue between companies, institutions and citizens to develop a common vision for the longevity economy. The Forum brought together 50 internationally renowned speakers, 400 participants and 10 sponsors. In addition, a report on the Longevity Economy was presented at the Forum and interactive activities such as 12 workshops and an innovation lab stimulated the exchange of ideas and best practices.

AIM Group has been involved in this project since its inception, actively participating in the design and planning of the event.



ENGAGE

“Out of the Blue” Shedding light on epilepsy through the art of film

The ‘Out of the Blue’ project, managed for the LICE Foundation and the Italian League Against Epilepsy (LICE), is redefining epilepsy awareness. At the heart of the project was a short film that gave voice to the personal experiences of people with epilepsy. The process unfolded in four key stages: engagement to gather testimonies, storytelling to create compelling narratives, creation of the short film and finally dissemination to maximise the impact on awareness.

Launched with a press event and at prestigious film festivals such as Giffoni and Venice, the film sparked conversations across the country. By involving over 1,200 students from 20 high schools, reaching 96 million contacts through the integrated social media campaign and publishing +480 articles, Out of the Blue is leaving a lasting impact and fostering empathy for those affected by epilepsy.

ACTIVITY

Success Cases. Some of the most Impactful Projects of 2023



ENGAGE

FIRA's campaign with the étoile and principal dancer of La Scala Theatre

FIRA (Italian Foundation for Scientific Research in Rheumatology) needed to raise its profile and increase fundraising to support new scientific research.

The integrated communication campaign included the relaunch of the website, the creation and management of FIRA's social media profiles and press office activities to generate attention throughout the year (125 articles published, reaching +12 million contacts). We then selected and managed the Foundation's new ambassadors, Nicoletta Manni and Timofej Andrijashenko, étoile and principal dancer of the Teatro alla Scala in Milan, who were introduced at a press conference. The ambassadors were the protagonists of a public service spot highlighting the importance of research and inviting people to donate to FIRA. The TV spot was published on FIRA's YouTube channel (+60,000 views), on a dedicated landing page (promoted on Google ADS and social media) and broadcast free of charge on the main national TV channels (Rai, Mediaset, Sky, Discovery) as a social campaign.



ENGAGE

Innovative web series promotes therapeutic adherence through Football Reality Show

In response to the need to raise awareness of therapeutic adherence in cardiometabolic diseases, the Servier Group in Italy, under the strategic guidance of the AIM Group, has launched All for One, the first-ever football reality show focused on this critical health issue. This initiative, launched on National Therapeutic Adherence Day, has been developed in partnership with Conacuore, the Italian Heart Foundation and the Italian National Jazzists. Featuring the legendary Carolina Morace, former coach of the Italian women's national football team, the web series draws a compelling parallel between the teamwork required in football and the collaborative effort needed for effective chronic disease management.

The six-episode series, available weekly at alcuoredelladerenza.it/tutti-per-uno and on social media platforms, follows the Italian national football team as they train, providing an engaging and humorous take on essential issues of therapeutic adherence. The campaign had a significant impact, reaching over 2.7 million people, generating 230,000 interactions and 180,000 video views, highlighting the crucial role of teamwork between patients, caregivers, healthcare professionals, pharmaceutical companies and institutions in successful treatment outcomes.

ACTIVITY

Success Cases. Some of the most Impactful Projects of 2023



THINK

“Face to Face with CLL” roadshow to improve doctor-patient relationship

In a continued effort to improve the management of chronic lymphocytic leukaemia (CLL), AbbVie has launched a new initiative for 2023 to strengthen the doctor-patient relationship, following the unveiling of breakthrough therapies in 2022. Recognising the central role of this relationship in effective disease management, AbbVie sought innovative solutions to address this need.

In response, AIM Group proposed the Face to Face with CLL roadshow as the optimal solution. This initiative, developed in collaboration with local patient associations and the Italian Leukemia and Lymphoma Society (AIL), focuses on addressing the unmet needs of CLL patients.

The roadshow, which includes events in various Italian regions, brings together physicians, patients, psychologists and representatives from AIL and local patient groups. Moderators and psychologists facilitate discussions that highlight the emotional and practical challenges patients face in their interactions with healthcare providers. Together, participants work to identify solutions to improve communication with professionals and foster a more supportive and effective healthcare environment.



THINK

New PKU treatment awareness project

AIM Education and AIM Communication have launched the PKU TODAY project, an innovative educational initiative to raise awareness of new treatment options for Phenylketonuria (PKU). The project, sponsored with the unconditional support from Biomarin, is aimed at medical professionals, dietitians and psychologists who deal with this rare amino acid metabolic disorder. If left untreated, PKU can lead to varying degrees of mental retardation. Traditionally, the only treatment has been a strict and restricted diet.

However, recent advances have introduced enzyme replacement therapy, freeing patients from dietary restrictions. The PKU TODAY project aims to familiarise the medical community with this new therapy through patient testimonials. The project has organised three events in major Italian hospitals specialising in PKU. These events included scientific lectures, discussions on clinical experience and round tables moderated by a scientific journalist. In addition, specially recorded video testimonials from patients were shown, highlighting the positive impact of the new therapy on patients' lives and the hope of change for those who haven't yet been involved in the new treatments. This initiative marks a significant step forward in the treatment and management of PKU.





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