

8 November 2023

Pavia and Ansaldo assists Userbot in the partnership agreement with Smeup for the development of AI in enterprise solutions

Milan, 8 November 2023 - SMEUP S.p.A., a leader in the information landscape, has entered into a partnership with Userbot S.r.l., an Innovative SME specialised in Conversational AI, through the establishment of a new Smeup majority-owned company, which aims at becoming one of the reference players in Italy in the field of artificial intelligence applied to the enterprise world.

With this transaction, in fact, Smeup, with the support of Userbot, will invest in a new company, contributing the know-how developed in over 30 years of activity, enriched with the innovative technologies of the artificial intelligence platform that automates conversations between users and companies through chat, voice calls and virtual assistants. The partnership envisages significant joint financial and technological investments, with the aim of strengthening the offering, accompanying companies in their digital transformation, and creating a reference competence centre to increase sales on all the new web and digital channels.

Userbot is an Innovative SME, founded by Antonio Giarrusso together with Ricardo Piana, Marco Muracchioli and Jacopo Paoletti, which has developed an online platform based on proprietary and patented Artificial Intelligence technologies, capable of automating business processes. Smeup, with registered offices in Erbusco (BS), is present in northern and central Italy with 18 offices, operates with the support of 548 collaborators and has 2600 customers in Italy and worldwide.

The choice of accelerating external growth through long-term industrial projects is the strategy that has contributed over the years to the sustainable development of the company's business performance, leading Smeup to the goal of €73 million in revenues in 2022.

Userbot was assisted by Studio legale Pavia e Ansaldo with a team composed of **Milena Prisco**, Of Counsel, and **Arianna Cortese**, Associate, both from the Corporate and M&A department, for corporate law profiles, and **Valentina Simonelli**, Labour Law Partner.

Smeup managed the deal in the negotiation and finalisation profiles with its in-house team.