





Home **Intelligence** Dealscope Deals League Tables Profiles PE Portfolio ECM corporate site >>

[New Search](#) | [Last Search](#)

Intelligence: Results

[\[Select Page\]](#)[\[Deselect Page\]](#)

[\[Print Selected\]](#) [\[Print All\]](#) [\[Download Selected\]](#) [\[Download All\]](#)

<p><input type="checkbox"/> 28/09/2012 Primi sui Motori seeks digital marketing and SEO buys in Italy, CEO says</p> <p> Proprietary Intelligence</p> <p>Story</p> <p>Primi sui Motori [PRM MIL], an Italian digital media company, plans to make domestic buys in the search engine optimization (SEO) industry, founder and CEO Alessandro Reggiani said.</p> <p>The company is targeting digital marketing specialists focusing on couponing, local traffic, virtual payment, lead generation and mobile services. Such companies are mainly based in the four regions where Primi sui Motori operates, namely Lombardy, Piedmont, Emilia Romagna and Veneto.</p> <p>According to Reggiani, 40% of the SEO market is dominated by a handful of players including Seat Pagine Gialle - which generates EUR 250m in the digital marketing sector - Matrix, and PagineSi, alongside Primi sui Motori.</p> <p>According to Reggiani, Matrix generates around EUR 20m from digital marketing while the same operations account for around EUR 3m of Pagine Si's overall turnover of EUR 20m. None of these companies would be suitable takeout targets for Primi sui Motori which is directing its M&A radar towards other opportunities, Reggiani said.</p> <p>Primi sui Motori serves around 5,000 clients on contracts that typically last two years and are priced at EUR 3,000. The company operates a network of 100 agents who are now looking to sign up smaller clients on contracts priced at less than EUR 1,000, the CEO said.</p> <p>Reggiani established Primi sui Motori in 2008. He owns a majority stake via investment vehicle Syner.it Informatica.</p> <p>The company has a market cap of EUR 27m.</p> <p>Source Proprietary Intelligence Value GBP 21m (Primi sui Motori's market cap) Stake Value more than 30% inclusive</p>	<p>Bidder Primi sui Motori SpA DS</p> <p>Competitor Matrix S.p.A.</p> <p>Competitor Seat Pagine Gialle S.p.A TS</p> <p>Sectors Computer software Internet / ecommerce Media Services (other)</p> <p>SubSectors Advertising Browsers Business support services e-retailing Media houses Operating systems and systems-related software Search engines and other internet enabling technol Application software products Software development Systems integration Website design/consultancy</p> <p>Topics Other M&A Intelligence</p> <p>Intel Type Bolt on/Opportunistic Other</p> <p>Countries Italy</p> <p>Intel. Grade Confirmed</p> <p>Intelligence ID 1449759</p>
--	---

[\[Select Page\]](#)[\[Deselect Page\]](#)

[\[Print Selected\]](#) [\[Print All\]](#) [\[Download Selected\]](#) [\[Download All\]](#)