PRESS RELEASE

**RED CARPET AND KIA WIN NC AWARDS IN "BEST HOLISTIC CAMPAIGN AUTOMOTIVE SECTOR" SECTION WITH KIA + MAHMOOD CAMPAIGN COORDINATED BY INNOCEAN AGENCY**

*● Kia accompanied Mahmood on his European tour and the brand was integrated into the documentary "Mahmood," which premiered at the Rome Film Festival and was distributed on Prime Video in 18 countries worldwide;*

* *The project's cross-media journey ran from April to November 2022, generating great visibility toward the Kia brand;*

*● With the Kia + Mahmood campaign, Red Carpet confirms itself as a leader in celebrity management and brand entertainment project creation;*

Milan, June 6, 2023 - **Red Carpet**, company of the Iervolino Group & Lady Bacardi Entertainment, and **Kia** won the ***Best Holistic Campaign Sector Automotive award* at the NC Awards** thanks to the "Kia + Mahmood" campaign.

Red Carpet and Kia participated in the NC Awards for the first time together and took first place in the category in which they competed. The NC Awards are a showcase of excellence in the field of integrated communications, where each year the most important campaigns are evaluated by a panel of about **40 managers** from companies in all industries and top spenders in communications.

"Kia + Mahmood" was born from the idea of uniting two unique winners in innovation, style, and beauty in a major integrated communication project: Kia EV6 is Car of the Year 2022 and Mahmood is the winner of the "Sanremo Festival 2022." The result was a **cross-media brand entertainment project** that ran from April to November 2022, generating excellent visibility and many positive reactions in terms of sentiment.

Kia enhanced **its international brand visibility** by accompanying Mahmood aboard the EV6 on its European tour; a tour that saw the parallel activation of a loyalty program dedicated to the brand's top clients.

The Kia brand was then integrated into the **documentary "Mahmood**," a title that entered Prime Video's top-ten list and premiered at the "Festa del Cinema di Roma"; Festa where the car was the protagonist of live entertainment activities amplified by the involvement of influencers and celebrities present at the event.

Thanks to **Innocean**, Kia also played a leading role in "Sounds Wonderful," a digital music challenge conceived for the **launch of the new Kia Niro** dedicated to young talents that offered the opportunity for an emerging artist to perform at the opening of the Italian leg of Mahmood's tour and whose strong point was undoubtedly precisely the role of the new Niro: much more than a means of support and displacement for the young talents, the car **became an integral part of their songs** thanks to **sound sampling and audio editing work** supervised by internationally renowned coaches. Everything was documented and narrated through a **video poster**, released to communicate both the beginning of the operation and the collaboration between Kia and Mahmood, followed by several **video contents** that allowed users to follow the contest in all its phases.

*"This project perfectly represents what Red Carpet is today: a company with a proven track record in celebrity management, specializing in the creation of cross-media brand entertainment projects and the production of original content for various platforms, including TV, OTT, digital and cinema."-* **Ellida Bronzetti, CEO and Founder of Red Carpet, commented.**

*"To see the value of this activity recognized has special importance as "Kia + Mahmood" is a choral work, in which each unit contributed by adding value to the project."* **Fabrizio Carratù, Founder of Red Carpet,added.**

*"We are happy with the recognition we received. The collaboration with Mahmood began with the launch of the new Kia Niro, a model that helped establish Kia's new brand image. Mahmood, together with two coaches, accompanied a group of young emerging musicians on their growth path in a flow guided by the concept of "movement," in line with our brand strategy. The initiative continued with Kia EV6, a model pioneering electric mobility, which accompanied Mahmood throughout the European tour and for the making of his docufilm."*- said **Giuseppe Mazzara, Marketing Communication and CRM Director of Kia Italy.**

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**Iervolino and Lady Bacardi Entertainment**

Iervolino and Lady Bacardi Entertainment S.p.A. (ILBE) is a global production company, founded by Andrea Iervolino and Monika Bacardi and active in the production of film and television content including, mainly, films, TV-shows, animated web series. The company also operates through its subsidiaries Arte Video S.r.l., Red Carpet S.r.l., Iervolino & Lady Bacardi Studios d.o.o., Wepost S.r.l., and SoBe Sport S.r.l. It is listed on Euronext Growth Milan from 2019 - IT0005380602 - IE - and on Euronext Growth Paris - IT0005380602 - ALIE. In fiscal year 2022, ILBE achieved consolidated revenues of €161 million, EBIT of €21 million, and consolidated net income of €3.5 million; backlog reached €173 million referring to the three fiscal years 2023-2025. [www.ilbegroup.it/com](http://www.ilbegroup.it/com)

**Red Carpet**

Red Carpet has been operating since 2008 in the world of entertainment through three lines of business: celebrity management, consulting in ADV, communication & marketing and production of original audiovisual content. Red Carpet to date boasts more than 3,000 guest appearances in more than 1,000 TV programs and events, more than 450 cross-media "brand integration" projects, and more than 50 original productions and branded content, numbers that make it a benchmark for the entire Entertainment & Media industry. Over the years, it has consolidated collaborations with its historical clients such as media centers (e.g., GroupM, Omnicom) and broadcast (e.g., Prime Video, DAZN, RAI) ) realizing valuable activities for brand clients such as Ferrero and McDonald's, and activated new partnerships with the likes of Kia, Barilla and Poste Italiane.

**Kia Corporation**

*Kia (www.kia.com) is a global mobility solutions provider that seeks to inspire its customers through movement. Founded in 1944, Kia has been active in the mobility industry for more than 75 years. With 52,000 employees worldwide, a presence in more than 190 markets, and manufacturing plants in six countries, the company now sells about three million vehicles a year. Kia is leading the spread of battery electric and electrified vehicles and developing a growing range of mobility services, encouraging millions of people around the world to explore and experience the best ways to get around*

*For more information, visit the Kia Global Media Center at www.kianewscenter.com*

**INNOCEAN**

*INNOCEAN, founded in 2005 in Seoul, is a global marketing and communications network with more than 3,300 creative minds spread across 22 countries.*

*The European network, with more than 400 professionals of 30 nationalities, provides its clients with international teams through its offices in Frankfurt, London, Paris, Madrid, Milan, Moscow and Istanbul, as well as its new creative HUB based in Berlin.* [*www.innocean.eu*](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.innocean.eu%2F&data=05%7C01%7Cc.matrone%40innocean.eu%7Cfb8e4cf5268e41fc229008db65cd07e1%7C2afabf0a20664cfc87a3ba67f4f97ddc%7C0%7C0%7C638215703493122658%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=iRG0jNrqGEMTaClj6I4OgVT8aS2GFWcpiFPA2JSF48w%3D&reserved=0)

[***www.innocean.it***](https://eur02.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.innocean.it%2F&data=05%7C01%7Cc.matrone%40innocean.eu%7Cfb8e4cf5268e41fc229008db65cd07e1%7C2afabf0a20664cfc87a3ba67f4f97ddc%7C0%7C0%7C638215703493122658%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=NKcdD8FOiBKheqDvuT%2FtdXHn6ieJ74zKz1g9ZJ4rpbU%3D&reserved=0)

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