

# TECHNOLOGY AT THE SERVICE OF BUSINESS

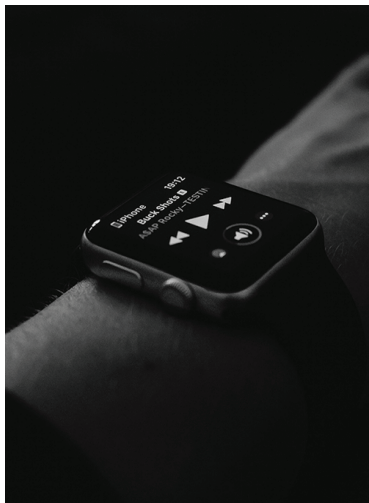
## Veco Digital S.A. Is Born

### Introduction

Digital technologies are transforming every vertical market, where understanding Information and Communication Technology (ICT) and using it correctly can represent an incredible accelerating factor. Every sector is trying to evolve in line with the changing needs of clients in order to allow the provision of new innovative services and to improve internal working procedures. ICT provides a further step in this transformation. Connectivity everywhere, the Internet of things, cloud computing, and analysis of big data are among the main technology issues that are driving the evolution of companies that look to the future with interest and a constructive spirit. Understanding all the main aspects of this evolving landscape, its impact on business, and developing a strong and timely response to the market will be the key to continuous success and growth in the future

### Why VECO Digital?

In the context of the VECO Group's new strategy, diversifying our business is one of the paths that the historic Multi Family Office Group from Lugano is taking, with the goal of becoming a single point of contact for businessmen and companies in order to look to the future with a constructive spirit. The innovation that technology is bringing about represents an incredible accelerating factor that, if used well, can bring about results in the short term and open up new markets.



With this in mind, VECO Digital S.A. was founded on June 1, with the goal of helping entrepreneurs and companies in order to take advantage of opportunities in this area, such as, for example:

- Multiplying their visibility and sales channels
- Introducing new methods for communication with clients
- Positioning clients at the center of their business activity and becoming acquainted with their opinions
- Making better decisions thanks to knowledge
- Increasing productivity
- Increasing innovation
- Improving teamwork and internal communication within the company
- Improving working conditions for employees

VECO Digital's digitalization team is in a unique position to act as a counterpart for future growth strategies. We combine continuous coverage of the ICT sector with extensive experience in vertical markets in order to identify how industries will be transformed and in what way ICT suppliers can turn this into reality.

### How to Request a Consultation

The first step is always the hardest, which is why we recommend that you contact us for a consultation which will first of all focus on understanding the real potential that technology can offer to your company. Then it will be up to you to decide what actions to undertake, with a plan that we can help you prepare.

For further information, or to request an appointment, you can contact us directly:

**Alessandro Marrarosa** – CEO of Veco Digital S.A. (a.marrarosa@vecogroup.ch or Telephone: 0041 91 911 71 11)

Veco Group SA  
Via Lavizzari 4  
6901 Lugano  
Switzerland

T +41 91 911 71 11  
info@vecogroup.ch  
www.vecogroup.ch

Lugano London Dubai Hong Kong Malta

Swiss Advisors 1973