

# Covisian places technology at the service of healthcare and invests in CUP Solidale.



- **A strategic investment based on a common vision: to offer everyone usable, fast and easily accessible technological solutions to simplify people's lives.**

**Turin, December 19, 2023.-** Covisian, the Italian group and international leader in the provision of cutting-edge technologies and innovative solutions for customer eXPerience and customer service, is growing in the healthcare sector with the acquisition of a stake in **CUP Solidale**, the start-up that has developed the first web-based aggregator and comparator of private healthcare services and benefits.

CupSolidale.it is a Single Digital Booking Center that verifies in real time the schedules and availability of private and non-profit centers and allows users to search, book and pay for a healthcare service from home with just three clicks.

The slowing of the demographic curve and the steady increase in the average age of the population are leading to an increase in demand and new expectations for personal services to which the public healthcare system is struggling to respond. The common goal of Covisian and CupSolidale.it is therefore to make it easier for citizens, even those unfamiliar with the Internet, to access health services throughout the country.

*"The entry of Cup Solidale is part of a strategic plan that sees Covisian growing at Italian and international level as a technology company able to express and offer the market the best synergy between digital innovation and human capital,"* comments **Gabriele Moretti, Founder and President of Covisian**, who continues, *"a process summarized in our Tech. People. Smiles. payoff and which has recently accelerated with the launch of our Smile CX platform".*

**Marcello Faticoni, CFO of Covisian Group**, comments, *"Through this participation in CUP Solidale, we intend to grow in a market with broad prospects and rich opportunities. The investment in CUP Solidale is an investment we consider strategic, due to the growth rates the platform has been able to achieve, the professional and technological synergies, and the vision we*

*share: to develop usable, fast and easy-to-use digital solutions that simplify people's lives. CUP's solidarity is part of the Covisian group's plans as an important piece to be increasingly present in the healthcare sector."*

**Leonardo Aloï, CEO of Cupsolidale**, expresses his great enthusiasm for the entry into the company of Covisian, an industrial partner that he considers fundamental to the company's growth. *"In recent years,"* comments Aloï, *"our platform has shown that technology can simplify access to healthcare services. Even operating in the private sector, we are aware of our contribution to the innovation of the healthcare system as a whole, a sector that has so far shown a considerable lag in digitization."*

However, notes Aloï, *"we are equally aware that the same technology may not be inclusive for the elderly, who need more healthcare. We will support Covisian in offering the same ease of access to those who are accustomed to using the telephone, offering a comparative and informed choice through our network of centers. Now, Aloï concludes, we can finally add the missing piece and aim for multichannel."*