

PRESS RELEASE

STAR7 strengthens organisational structure in drive for international growth LocalEyes CEO Linda Spahija set to lead Global Content Service Line

Supporting global growth while consolidating existing local presence: STAR7 has redesigned its Global Content division, the company's original service line for advanced language services.

Valle San Bartolomeo (Alessandria, Italy), 10 November 2022 - **STAR7** (EGM: ticker STAR7) has **reshaped the organisational structure of its Global Content Service Line** to boost its global identity and accelerate growth. STAR7 provides an integrated range of product-information services – from product and process engineering support to the creation and management of technical and marketing content, translation, printing and virtual experience. The redesign is part of a broader internationalisation process that will gradually be rolled out across the STAR7 Group's Service Lines.

The company has appointed **Linda Spahija, CEO of LocalEyes**, to lead the Global Content Service Line. STAR7 acquired LocalEyes in November 2021 and has rapidly integrated it into the Group.

Spahija will remain as CEO of LocalEyes while also adding the broader role of **Global Service Line Leader**, a new position created to **support the global development of the Service Line and the Group**, ensure synergies across the Group's countries of operation, and guarantee consistency in terms of quality, processes and technologies. Spahija will be **assisted by a steering committee** that brings together experience and expertise from across the Group.

Linda Spahija was born in Albania in 1980 and holds an honours degree from the Faculty of Literature and Philosophy at the University of Pavia, a Master's in Sales & Marketing from the IT Holding Business School and an Executive Master's in Business Administration from Bocconi University, Milan. She began her professional career in **international companies and rose quickly into leadership positions**. At LocalEyes, Spahija was first Director of Procurement. After achieving significant growth and expansion targets, she became Managing Director and finally, from 2015, Group CEO – a role she continues to hold. A devotee of innovation and technology, Spahija was **CEO of Campus Party Italia** for several years and **Executive Vice President of Campus Party Global**, the largest global innovation and creativity event.

With extensive knowledge and relationship networks in services and technology – bolstered by experience in Silicon Valley – Spahija has a proven background in building and managing advanced language services, as well as a history of leading and integrating international teams.

STAR7's Global Content division is a leader in Italy in the field of advanced language services and a global player in the sector, with pro-forma turnover in 2021 of €33.5 million and a workforce of 222 across Europe and the United States. Global Content serves major international customers in industries spanning Tech, Fashion, Luxury and Automotive. The division plays a key role in new customer acquisition and, together with the other four service lines, makes up STAR7's distinctive *Integrale*⁷ offering for some of its largest customers, with integrated services spanning the entire lifecycle of customers' products – from design to after sales.



Lorenzo Mondo, founder and CEO of the STAR7 Group, said of the new organisational structure: *"International growth is a priority goal of our strategy. To achieve it we will need a robust organisational structure and strong leadership across all service lines. With her huge expertise in the advanced language services business, her passion for innovation, and her vast experience of integrating and managing global teams, I am confident that Linda Spahija will be able to accelerate the development of the Global Content Service Line. Appointing Linda as the Group's global language services manager is also testament to the smooth, fast and effective integration achieved between STAR7 and LocalEyes."*

STAR7

For more than 20 years, STAR7 has served its customers as a leader in the product information sector. Support for product and process engineering, creating and managing technical content, as well as marketing, translation, printing and virtual experience: with its services, STAR7 is able to support the industrial activity of customers throughout the life cycle of the product, from the design phase to after-sales. The hallmark of STAR7 has always been an approach capable of combining specific know-how, technology and overall perspective to offer the best possible solutions to the needs of customers and the global market. This approach has seen STAR7 strike major partnerships with leading international companies, establishing it as a reliable and credible global partner. STAR7 is part of the STAR Group network.
www.star-7.com.

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