

**INTHERA, THE NEW MONDADORI GROUP STRUCTURE SPECIALIZED IN
CONTENT & DATA DRIVEN MARKETING SOLUTIONS**

A broad suite of services that leverages on the combination of content and data management skills and the technologies of the digital world

Segrate, 20 July 2016 - **Inthera** S.p.A. is the new Mondadori Group structure specialized in the strategy, design and development of data driven marketing solutions.

Inthera provides businesses with comprehensive and integrated services, building on the solid expertise and wealth of content that Mondadori, Italy's leading publisher, is able to boast.

«*Inthera* marks a further step along the path of strategic evolution of our Group», said **Ernesto Mauri**, CEO of the Mondadori Group. «After gradually expanding our product portfolio to meet the needs of increasingly demanding customers keen on innovative digital marketing solutions, we are now ready to offer the market a new suite of well-structured and comprehensive services, building on the wealth and expertise of our Group, leader in the books and magazines field», concluded Mauri.

Part of the Magazine Area of the Group, *Inthera* offers a wide variety of solutions that leverages on the **combination of content and data management skills** and the **technologies** of the **digital** world.

Inthera brings together, under a new structure led by Righel Anglois, the activities of Cemit, industry leader in direct marketing and CRM, and the digital and social engagement expertise acquired from Kiver.

Inthera is also a unique vantage point on individuals and their consumption patterns, as demonstrated by the **over 50,000 interviews and 100 market surveys** conducted each year for **more than 300 customers and large business partners** in over **10 consumer sectors** - food, living, fashion, family, entertainment & lifestyle, health & wellness, women, kids, beauty and charity - where the Mondadori Group operates through its leading brands and activities.

Thanks to a team of highly skilled consultants and professionals and marketing automation technologies, *Inthera* enables businesses to build strong bonds with their audiences, leveraging on custom content and management of real-time conversations.

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