

ASCENDIA S.A.  
J40/6604/2007, CUI RO21482859  
Registration office : Str. Eufrosin Poteca No. 40, 1'st floor, Sector 2, Bucharest



Correspondence: Halelor St. No. 7, 3'th floor, Sector 3, Bucharest  
www.ascendia.ro ; office@ascendia.ro

To: **Bucharest Stock Exchange**

**ASC 4507/01.09.2020**

## **CURRENT RAPORT**

### EY Romania is looking for a strategic investor for Ascendia

<b>Current report according to</b>	BVB Regulations for AeRO , Law 24/2017, ASF Regulations 5/2018, UE Regulations no. 596/2014
<b>Report date</b>	<b>01.09.2020</b>
<b>Name of the company</b>	ASCENDIA S.A.
<b>Registration office</b>	Eufrosin Potecă St. No.40, 1'st floor, Sector 2, Bucharest
<b>Phone/fax/email</b>	phone/fax: 021 312.42.26, Email: office@ascendia.ro
<b>Unique registration number</b>	RO 21482859
<b>Number of Reg. at the Registry of Commerce</b>	J40/6604/30.03.2007
<b>Subscribed and paid-up share capital</b>	144.444,40 RON for 1.444.444 shares with face value of 0,1 RON
<b>The regulated market on which it is traded</b>	Bucharest Stock Exchange – ATS, AeRO - Premium
<b>LEI Code</b>	315700DLIITW8APMVF93

#### **Important event to report**

In accordance with the regulations on issuers and securities transactions, we inform shareholders and interested persons that **Ascendia S.A.** has signed a **representation** agreement with **EY Romania**. The objective of the signed agreement is to identify and select one or more strategic investors to expand internationally the new business line of the company - LIVRESQ.

We attach to this report the **Press release**.

**CEO**  
**ASCENDIA S.A.**  
**Cosmin Mălureanu**





## **PRESS RELEASE**

Bucharest, September 01, 2020

### **EY Romania is looking for a strategic investor for Ascendia**

**Ascendia S.A. (ASC symbol) announces the beginning of the collaboration with EY Romania to identify and select one or more strategic investors to expand internationally the company's new business line – LIVRESQ ([www.livresq.com](http://www.livresq.com)).**

LIVRESQ is a platform for creating interactive digital educational content. It can be used without programming knowledge, and the resulting packages comply with international eLearning standards. Since its launch, in less than a year, it has established itself as an effective tool for both the corporate area and mainstream education. It has the largest library of educational resources created by teachers in Romania and the Republic of Moldova, with over 2,400 digital lessons, of which 1,200 are public. Their number is constantly growing.

#### **The main user profiles of the LIVRESQ editor are:**

1. Medium and large companies looking to develop eLearning courses
2. Training companies that want to move classic courses online
3. Teachers who want to develop interactive lessons
4. Book publishers looking to digitize textbooks

Since the beginning of the pandemic, over 6,000 teachers have received training to use LIVRESQ, the company organizing numerous public webinars, free, but also paid online courses.

"We believe that Ascendia is in a very important moment now. Digital education, eLearning, both for large companies and for mass, public education, has become of strategic interest globally. We are confident that in a short time we will find one or more investors according to the profiles desired by the company ", said Florin Vasiliță, Strategies and Transactions Partner, EY Romania.

The value of the desired investment is over 1 million euros and Ascendia will use received funds to promote LIVRESQ on foreign markets.

"EdTech companies enjoy a great interest from investors, education being one of the most important areas for the future. Ascendia has been developing educational software for 13 years, and LIVRESQ is the most important tool created by the company, being adopted in about 5 months since the beginning of the pandemic, by teachers from over 4,000 educational institutions in Romania and the Republic of Moldova, the markets we addressed for starters. With such a good response, we decided to actively seek one or more investors to promote LIVRESQ locally and internationally. EY Romania is able to help us quickly identify the most suitable options for financing this approach. The funds we will attract will be directed largely to the

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Sales and Marketing divisions, which we want to develop, the technical part of the product being mature enough to address the international market."said Cosmin Mălureanu, CEO of Ascendia S.A.

### **About the Strategy and Transactions Department of EY Romania**

With a team of 42 specialists, the strategy and transactions department offers integrated services for the growth and development of companies, starting from assistance in development strategy through acquisitions, assistance to attract capital and continuing with post-acquisition integration or business sales.

Responding to market needs, EY's strategy and transaction services support companies in developing and converting their strategic vision into concrete plans, which teams across the EY organization can help implement. The combination of state-of-the-art data, technology solutions and access to a wide base of investors and financing solutions, coupled with strategic information provided by EY teams, will help companies address complex issues, helping them redefine their ecosystems, remodel their ecosystems. portfolios and reinvent themselves for a better future.

EY is one of the largest professional services companies globally, with 284,000 employees in more than 700 offices in 150 countries and revenues of approximately \$ 36.4 billion in the fiscal year ended June 30, 2019.

Present in Romania since 1992, EY is the leader on the professional services market. Through offices in Bucharest, Cluj-Napoca, Timisoara, Iasi and Chisinau and with the help of over 800 employees in Romania and the Republic of Moldova, EY provides integrated audit services, tax assistance, transaction assistance and business assistance services to both multinational companies and local ones.

EY Contact: florin.vasilica@ro.ey.com

### **About Ascendia**

Ascendia is the first eLearning company in Romania listed on the Bucharest Stock Exchange (ASC trading symbol), with over 13 years of experience in creating interactive educational content. The company is known for the CoffeeLMS learning platform and for the eLearning editor LIVRESQ.

### **About LIVRESQ ([www.livresq.com](http://www.livresq.com))**

LIVRESQ is an educational authoring tool. It is used by teachers to develop interactive lessons and by medium and large companies to create eLearning courses. The company's plans are to continue the development of LIVRESQ, offering new features for content creators. One of the important developments in the works is the possibility to add to the lessons virtual guides – elearning avatars equipped with the ability to turn the text into speech, as well as artificial intelligence, in order to interact contextually with students. Externally, the company is discussing the possibility of using LIVRESQ in several large-scale projects, the authoring tool being currently operational in Romanian, English, Portuguese, Chinese, Arabic and Korean.

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