



## PRESS RELEASE

## UNIDATA LAUNCHES ITS INTERNATIONAL EXPANSION IN THE UNITED ARAB EMIRATES, THANKS TO A COMMERCIAL AND STRATEGIC PARTNERSHIP AGREEMENT WITH SERDAL HOLDING, A COMPANY BASED IN ABU DHABI

### THE PARTNERSHIP MARKS THE ENTRY OF THE UNIDATA GROUP INTO A RAPIDLY GROWING AREA, CHARACTERIZED BY SIGNIFICANT INVESTMENTS IN DIGITAL INFRASTRUCTURE, DATA CENTERS AND ARTIFICIAL INTELLIGENCE

Roma, 27 January 2026 – Unidata S.p.A. (UD.MI), operator of telecommunications, cloud and IoT services, listed on Euronext Milan – STAR Segment, organized and managed by Borsa Italiana S.p.A., announces that it has signed a **three-year commercial and strategic partnership agreement** with Serdal Holding LLC, a company based in **Abu Dhabi**, United Arab Emirates (UAE).

The agreement represents a **strategic step in Unidata's internationalization process** and allows the Group to enter the United Arab Emirates market, one of the most dynamic economic environments in the world, characterized by a strong commitment to the development of advanced digital infrastructure, smart services, cloud, Internet of Things, and Artificial Intelligence.

The **partnership is aimed at exploring business opportunities in the local market**. During the official visit to Abu Dhabi, Unidata had the opportunity to meet with **potential customers and key operators**, generating real interest in **its technological solutions, particularly in the IoT sector**, including from companies operating in essential public services.

During the visit, Chairman and CEO **Renato Brunetti**, together with Chief Financial and Legal Officer **Roberto Giacometti** and Innovation and Research Development Director **Patrizio Pisani**, also had the opportunity to gain a **comprehensive overview of the UAE's development strategies**. This was also achieved through a meeting with the **Italian Ambassador to the United Arab Emirates**, who expressed his full willingness to support the company in strengthening local institutional and industrial relations, encouraging the organization of further meetings with key players in the digital sector.

Under the terms of the agreement, **Serdal Holding will support Unidata in developing its business in the United Arab Emirates**, facilitating market access and contributing to the promotion and marketing of the Group's services. The collaboration comes amid **significant ongoing initiatives in the Data Center and Artificial Intelligence sectors**, both strategic areas for the country and subject to investments estimated at **tens of billions of dollars**.

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**Serdal Holding LLC**, an Emirati company headquartered in Abu Dhabi, is led by Chairman **H.H. Sheikh Hamdan Bin Sultan Bin Hamdan Al Nahyan**, a member of the UAE Royal Family, and is represented by CEO **Ali Abdulla Ali Saeed Almazrouei**. The Group promotes and develops business ventures in key sectors in the UAE and internationally, leveraging a consolidated network of institutional and industrial relationships.

The agreement was signed by Unidata Chairman and CEO **Renato Brunetti**, following intensive work with **Federico Cervellini**, Executive Director of International Strategic Partnerships at Serdal Holding LLC.

**Renato Brunetti**, Chairman and CEO of Unidata, commented: *"The mission to Abu Dhabi confirmed the high potential of the United Arab Emirates market and the interest in the technological solutions developed by Unidata. The partnership with Serdal Holding represents a concrete step in our international growth path and allows us to operate in an ecosystem strongly oriented towards digital innovation, infrastructure investments, and technological development. This opens a new phase of development for Unidata, consistent with our long-term strategy"*

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This press release is available on Borsa Italiana, on the "linfo" storage mechanism ([www.linfo.it](http://www.linfo.it)) and on the Company's website [investors.unidata.it](http://investors.unidata.it) in the "Investors/Financial Press Releases" section.

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### Specialist

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*Unidata S.p.A., a Telecommunications, Cloud and IoT Operator, was founded in 1985 by three partners still in the Company. With a fiber optic network of about 8,150 km in continuous expansion, a wireless network and a proprietary data center, the Unidata Group supplies over 30,000 business, wholesale and residential customers with ultra-broadband connectivity services with FTTH (Fiber to the Home) network architectures, wireless connectivity, VoIP services, Cloud services and other dedicated solutions, with a high level of reliability and security. The company is also active in the Internet of Things (IoT), with the development and supply of solutions for the home automation and Smart City market.*

*Unidata S.p.A. ISIN CODE: IT0005573065 (Reuters UD MI - Bloomberg UD IM) is listed on Euronext Milan – STAR segment of Borsa Italiana.*

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