



NEW DEAL ADVISORS SUPPORTS ASSIST DIGITAL IN THE ACQUISITION OF A MAJORITY STAKE IN HYNTELO

Milan, June 11 2025 - New Deal Advisors, an independent company specializing in advisory services to M&A Transactions, has supported Assist Digital, a leading consulting and technology services company in customer experience, data and artificial intelligence, in the acquisition of a majority stake in Hyntelo, an AI Solution Company, founded as a spin-off of the Scuola Superiore Sant'Anna.

Hyntelo is a company specialising in the development of vertical Data & AI solutions based on machine learning and advanced data analysis technologies, with a focus on highly regulated and highly complex sectors such as Life Sciences and Financial Services. Thanks to this acquisition, Assist Digital consolidates its platform of proprietary solutions and strengthens its value proposition in the Data & Artificial Intelligence field, enriching its offer to international brands and adding new vertical capabilities to its current technology partnerships - including Salesforce, Microsoft, Google, AWS, Zendesk, UiPath, Tableau and Genesys. The transaction is part of a growth plan, also by external lines, that Assist Digital's management is conducting with the support of the Ardian Expansion team, which has held a majority stake in the company since April 2023. Since Ardian's entry, Assist Digital has carried out four M&A transactions both in Italy and abroad and has other transactions in pipeline in the main European markets.

New Deal Advisors with a team led by Antonio Ficetti Gasco (partner), provided financial due diligence services and Tax Due Diligence (with the support of the firm Chiaravalli Reali & Associati), to Assist Digital.

New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a

broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.