



SITspa

NEWS

SIT makes its debut on the Chinese platform WeChat

A new way to communicate with Chinese customers
and a social showcase on the company's products

Padua, 12 October 2020 – SIT S.p.A., a multinational company listed on the Italian Stock Exchange which, through its Heating and Smart Gas Metering divisions, creates smart solutions for the climate control and consumption measurement, is now on WeChat, an app aggregator and instant messaging platform, the most widely used in China. In 2019 WeChat surpassed 1.1 billion monthly active users with a growth of 6.1% compared to 2018.

SIT Group - which has a significant presence in China, particularly in Suzhou where the company has a production plant - has decided to open a profile on WeChat to promote its products in the Chinese market and as a tool for dialogue and communication with its customers. The account will be filled with contents in Chinese language dedicated to the promotion of SIT products and the latest Group news.

A dynamic, new way also aimed at younger generations to strengthen the Group's corporate and business identity in the Asian market, to create a direct link with the country's customers and to offer the company's employees a dynamic and interactive tool to keep up to date with the company's news.

The profile, in addition to allowing users to keep in touch with the latest company news, anywhere and in real time, hosts the presentation of the company and the characteristics of the products. Company news and useful contacts for customers and potential customers complete the company profile in the messaging app.

The SIT Group, through its two divisions Heating and Smart Gas Metering, creates smart solutions for the climate control and consumption measurement for a more sustainable world. A market-leading multinational company, listed on the MTA segment of Borsa Italiana, SIT aims to be the number one sustainable partner for energy and climate control solutions for its customers, focusing on experimentation and the use of alternative gases with low environmental profiles. The Group has production sites in Italy, the Netherlands, Romania, Tunisia, Mexico and China, in addition to a commercial structure covering all global markets. www.sitgroup.it

Sede legale ed amministrativa

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