

**PRESS RELEASE****QUADRIVIO GROUP LAUNCHES SILVER ECONOMY FUND**

**Focused on the needs and aspirations of Baby Boomers and older adults  
Capital-raising target: 400 million euros**

*Milan, 12 April 2021*

**Quadrivio Group announces the Silver Economy Fund – the first private equity fund to invest in companies offering goods and services for the Silver Age: from the Baby Boomers to those in their 70s and beyond. The term *Baby Boomers* is often used to collectively denote people born in the United States and Western Europe between 1946 and 1964, and who today make up a sizeable part of the population in these regions.** In recent decades, due to the extension in lifespan, the number of Baby Boomers and over-70s has grown exponentially, going from 52 million to 117 million in the USA and from 105 million to 189 million in Western Europe. Italy too has seen a significant increase across this entire age spectrum, which today stands out not only for its demographic features but also for its **spending power greater than that of the younger generations.**

**The over-50s are currently the main consumers and users of a broad range of products and services.** While an ever larger number of enterprises are catering to this growing market, capital is needed to fully realize the full potential of the demographic and consumer shifts. This awareness and the opportunities presented underscore the creation of the **Silver Economy Fund: a private equity fund with a capital-raising target of 400 million euros. The fund's mission is to invest in European and United States companies that offer products and services to the over-50 cohort, supplying these enterprises with the capital to accelerate their growth and development.**

The fund focuses on: ***Prevention***, to improve physical wellbeing, from functional nutrition and preventive medicine to treatments and fitness innovations focused on healthy longevity; ***Better Quality of Life***, including recreational and social activities and the acquisition of new skills; ***Aging in Place***, to extend independence, ensure self-sufficiency, safety, and autonomy, and caregiving, mobility solutions, and diagnostic and telehealth services; and, ***Evolution in the Healthcare Supply Chain***, involving medical products and medicines, logistics, pharmaceutical networks, and more.

**The fund will seek strategic investment opportunities in new business models, including digital technologies to facilitate growth and make companies more competitive on a global scale.**

**Silver Economy Fund is the third themed fund by Quadrivio Group**, a leading alternative investment firm operating in the private equity market for over 20 years. This initiative follows the launch of two other specialized funds: Made in Italy Fund and Industry 4.0 Fund, which respectively invest in Made in Italy excellence and the digital transition of SMEs.

**The new fund will be able to rely on a highly expert management team, comprising Alessandro Binello, Walter Ricciotti, Galeazzo Scarampi del Cairo, as team leader, and Stefano Malagoli, which will assist the companies throughout their development process.**

Investment choices will be made also **with support from an international Strategic Committee**, with many years of sector experience and complementary skills, **comprising: Mariuccia Rossini**, President of Silver Economy Foundation and President of Korian Italy; **Andrea Rossi**, former CEO and General Manager of Axa Investments; **Paul Irving**, Chairman of the Milken Institute Center for the Future of Aging and member of the National Academy of Medicine Commission on Healthy Longevity; **Eric Marcotulli**, CEO of Elysium Health; and **Jose Suarez**, Managing Director of Patricia Industries. **The management will also be assisted by the Scientific Committee, made up of Matteo Bassetti**, head of the Infectious Diseases Department at Genoa University Hospital and scientific advisor, and **Sara Farnetti**, specialist in internal medicine and an expert on functional medical nutrition.

**Alessandro Binello, Managing Partner at Quadrivio Group**, commented on the operation: *“Silver Economy Fund intends to invest in companies that cater to Baby Boomers and over-70s, that require capital and resources to grow, and that can benefit from the use of new technologies and digitalization, while ensuring great attention to sustainability. We wish to invest in the best sector models and export these, both to Europe and the USA, with Italy in the limelight.”*

**Walter Ricciotti, Managing Partner at Quadrivio Group**, stated: *“We’ve brought together a team comprising professionals with lengthy experience in private equity and experts in the sectors the fund will invest in, combining European and American competences, to set up a fund that will invest in Italy, the rest of Europe and North America.”*

For **Alessio Rossi, Managing Partner at Quadrivio Group**, *“The fund’s mission is to invest in companies focusing on the Silver Economy, supplying them with the necessary capital to speed up growth and development, and particularly enterprises that offer products and services and health and rehabilitative assistance to the over-50 age group. I firmly believe that private capital can make the difference today, enabling these companies to be stronger and more competitive on a global scale.”*

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#### **QUADRIVIO GROUP**

Quadrivio Group is an entity active in alternative investments. The group has been operating in private equity for over 20 years and currently promotes and manages two theme-based investment funds: Made in Italy Fund and Industry 4.0 Fund, which invest in Made in Italy excellence and the digital transition of SMEs respectively. The company offers multiple investment solutions capable of satisfying a broad range of risk profiles. The Quadrivio Group mission is to monitor international trends and develop products in line with both private and institutional investor needs. Its track record, with over 100 investments, and its highly specialized teams have enabled it to steadily achieve ambitious results and reach top-quartile performance. Its management holds 100% of Quadrivio Group and directly invests in its funds, thus ensuring a complete alignment between company and investor interests. Quadrivio Group has offices in Luxembourg, London, Milan, New York and Hong Kong.

Info: [www.quadriviogroup.com](http://www.quadriviogroup.com) | [www.silvereconomyfund.com](http://www.silvereconomyfund.com)