

Fortidia Announces the Sale of PrestaShop to cyber_Folks to Accelerate Growth in the Core Logistics Business

Milan, Italy – 11 December, 2025 – **Fortidia**, a leading global platform providing shipping, fulfillment and marketing services, announced today that it **signed a preliminary agreement for the sale of PrestaShop to a company owned by cyber_Folks S.A. (“cyber_Folks”)**, a technology leader in the hosting and digital services sector. The transaction is estimated to be completed in the first quarter of 2026 and it is subject to customary approvals.

The initiative is part of a strategy to realign Fortidia's portfolio. After careful analysis, the Group has chosen to concentrate resources and investments on its core business: **logistics, shipping, fulfillment and marketing solutions** where Fortidia boasts a consolidated presence on a global scale.

The sale simultaneously enhances PrestaShop's potential. cyber_Folks, with its strong technological DNA, represents the natural industrial partner to support the evolution of the PrestaShop open-source platform and its community.

Paolo Fiorelli, Chairman and CEO of Fortidia, commented: "This operation represents a decisive step towards greater strategic clarity. While PrestaShop is a highly valuable asset, we recognized that its growth potential will be maximized within a purely technological ecosystem like that of cyber_Folks. For Fortidia, this sale is not just a simplification of the portfolio, but an accelerator: the freed-up resources may be reinvested to innovate our logistics platforms and enhance B2B services, areas where our competitive advantage is strongest and where we can generate the maximum value for our customers. I'd like to take this opportunity to thank the entire PrestaShop team for the great work we've accomplished together over the past four years."

Fortidia will continue maintaining its strong focus on serving customers worldwide, primarily through its network of franchise partners.

Jefferies acted as exclusive financial advisor to Fortidia and its shareholders. Fortidia was also advised by Gide together with PedersoliGattai.

About Fortidia

Fortidia is the brand identity of MBE Worldwide S.p.A. – a company headquartered in Italy – and its affiliates. Fortidia is a global commerce enabler for MSMEs and consumers thanks to its platform including brands providing fulfillment, shipping, marketing and print solutions: Mail Boxes Etc. (outside the U.S. and Canada.), World Options, PostNet, PACK & SEND, AlphaGraphics, Multicopy, Kwik Kopy Australia, Print Speak, GEL Proximity and Spedingo. In 2024, its platform – including 3,200+ Business Solutions Centers in 57 countries with over 14,000 associates – served 850k business customers worldwide generating €1.45 bln (US\$1.65 bln) of System-wide Gross Revenue.

For more information, visit the Fortidia Group websites:

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About cyber_Folks

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