



Interview Shortlisted Company – European Small and Mid-Cap Awards 2024

(MAX 100 words per response – Please return this document in word format)

Name of the company
SERESCO, S.A.
What are the key qualities your company has?
SERESCO stands out for its experience, quality of service, and customer care . With over 55 years in the ICT sector, it offers solutions in payroll and HR, cybersecurity, digital transformation, cartography, and cadastre.
What prompted your company to go public?
The decision to go public in December 2022 was driven by the desire to accelerate growth and international expansion , as well as to enhance the company's visibility and credibility in the market.
What were the main challenges along the road to becoming public?
The main challenges included adapting to stock market regulations, managing transparency and communication with investors, and maintaining operational stability during the process. Additionally, we had to strengthen our board of directors, which is now more robust than ever, and we created a new structure with an organization department, a compliance officer, and internal control and management. Previously, we did not have all these tools. This will allow us to grow and compete with larger companies.
What have been the key benefits (for your company) of going public?
The key benefits have been the increase in financing capacity , the improvement in the company's visibility and reputation , and the ability to make strategic acquisitions to strengthen its market position.
After going public, what reactions have you had from investors, customers, employees, etc.?
The reactions have been mostly positive. Investors have shown confidence in the company's growth potential , customers have appreciated the stability and transparency, and employees have seen new professional development opportunities.
What experience/advice would you want to share with companies that are thinking of going public?
We recommend meticulous preparation to comply with regulations, maintaining clear and constant communication with share and stakeholders, and ensuring the company is financially stable before taking the step.
Where do you see yourselves in 5 years?
In five years, SERESCO aims to double its turnover, reach €100 million in revenue, and establish itself as a leader in technological solutions and digital transformation services. Additionally, we



want to be an attractive company for our investors, committed to sustainability that adds value to shareholders and stakeholders.

Have you had any assistance from the European Union, e.g. funding projects, etc.

Yes, we have received **funding and support from the European Union** for various innovation and technological development projects. However, for the **project of going public**, we did not receive any type of assistance.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

1. **Simplify regulations, fees and procedures** for going public.
2. **Offer tax and financial incentives** for SMEs that decide to list.
3. **Standardize listing procedures across different markets** and promote the listing of companies in different European markets.