



Press release
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HOPSCOTCH ITALY ACCELERATES ITS GROWTH AND BRINGS THE HOPSCOTCH ONE MODEL TO THE ITALIAN MARKET

Hopscotch Italy is opening a new phase of development and strengthening its role within Hopscotch Group, an international communication group headquartered in Paris, present in 32 countries through 40 agencies, with over 1,200 employees and approximately 320 million euros in revenue.

With a structure of 30 professionals based in Milan, Hopscotch Italy represents today the Group's development platform in the Italian market, combining deep local market knowledge with the ability to activate skills, talents and relationships at an international level.

Building on consolidated experience in the food & beverage, tourism, hospitality and lifestyle sectors, Hopscotch Italy is now expanding its positioning by introducing the Hopscotch One model to the national market: an integrated offer that brings together all the Group's expertise to support brands in building their reputation, desirability and growth.

The goal is to bring to the Italian market a unified platform that combines public relations, influencer marketing, social media, content, events, brand activation, digital and integrated campaigns, offering Italian and international companies a single partner capable of simultaneously activating media, creators, stakeholders, communities and consumers.

The Hopscotch approach is based on Relational Capital built over more than fifty years of the Group's international activity, a wealth of relationships, trust and connections that Hopscotch One transforms today into value for brands and companies.

Italy represents one of the strategic markets for this vision, thanks to a natural affinity with the values that guide Hopscotch: creativity, relationships and the building of desirability.

Starting from its historical legitimacy in the food & beverage, tourism, hospitality and lifestyle sectors, Hopscotch Italia intends to accelerate its development with premium and international brands, progressively expanding its presence in sectors such as luxury, fashion, design, sports, automotive and brand experiences.

The ability to connect different skills, communities and markets represents one of the distinctive elements of the Hopscotch One model and an important growth driver for the Group's clients.

This evolution is part of an integration journey already underway in recent years in Italy, with the strengthening of activities in tourism and hospitality and the convergence of the Group's expertise within a single platform.



With a growth plan based on expanding skills, activating synergies from the international network and integrating new expertise consistent with its development strategy, Hopscotch Italy aims to grow from 7 to 10 million euros in revenue by 2030.

"With Hopscotch One, we want to make all the Group's expertise available to Italian and international companies present in the country within a single integrated platform. We believe in an approach that combines relationships, content, events, creators and activations to build stronger, more relevant and more desirable brands. Our ambition is to consolidate the sectors that have built our history and open a new chapter of growth towards new client categories and new industries, leveraging one of the Group's main assets: the ability to connect people, skills, communities and different markets to generate value in Italy and in international markets," states Matteo Lefebvre, Managing Director of Hopscotch Italy.

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About HOPSCOTCH

HOPSCOTCH is an international communications group founded in France, driven by an entrepreneurial vision and the complementary nature of its talents and expertise.

HOPSCOTCH is a unique combination of expertise, driven by the belief that the value of a company or organization lies in the quality of its relational capital.

With more than 1,200 employees, half of whom are based internationally (40 offices across 5 continents), HOPSCOTCH covers all areas of communication: influence, events, public relations, activations, digital, internal communication, public affairs, and marketing services.

HOPSCOTCH organizes its agencies around its areas of expertise:

Event: Hopscotch Event, Hopscotch Congrès, Hopscotch Moments, Sagarmatha.

Public Relations: Hopscotch PR, Le Public Système PR, Human to Human, Hopscotch Décideurs.

Digital and Marketing: heaven, AD Crew, Hopscotch Digital Studio.

Media : Hopscotch Media

Sectorial expertise: Hopscotch Cinéma, Hopscotch Luxe, Hopscotch Season, Hopscotch Sport, Hopscotch Tourism.



HOPSCOTCH has been committed to ambitious ecological and societal initiatives for over 15 years, validated by internationally recognized CSR certifications, including RSE Agences Actives, ISO 20121, and the EcoVadis Gold medal.

In 2026, HOPSCOTCH was named “European Agency of the Year” by PRovoke Media.

Listed on Euronext Growth Paris (ISIN code: ALHOP FR 00000 6527 8), the group represents a turnover of €270,8 million and a gross margin of €98,8 million in 2025.

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