



JOINT PRESS RELEASE

H2 based decarbonization projects: with "H2 Ready " service provided by Magellan Circle and Simplify the European funding for ports, and transport & logistic operators gets closer.

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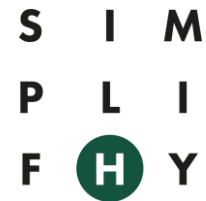
[Magellan Circle](#), international consultancy company part of [CIRCLE Group](#) specialized on the Green Deal and energy transition topics, launches, together with [Simplify](#) "H2 Ready", the new service for **ports, and transport & logistic operators** whose main purpose is to support all players in this market that will implement **H2 based decarbonization projects** in obtaining European funding.

This initiative combines strong know-how in designing and implementing H2 based decarbonization strategies of Simplify with Magellan Circle's decades of expertise in the EU Consultancy in the fields of **Transport, Logistics, Mobility, Environment and Circular Economy**.

*"The EU has a key priority in scaling up the development of hydrogen infrastructure and facilitating investments in H2, supporting production, demand, and international cooperation through concrete initiatives already in place. H2 Ready fits into this framework to answer the need of port, transport and supply chain players to receive support in the implementation of a decarbonization strategy consistent with European objectives by benefiting from the co-financing available" explains **Alexio Picco, President & Senior Consultant at Magellan Circle**.*

H2 Ready involves Customer support in all strategic phases of the project, from scenario analysis, through which opportunities and risks related to the suitable H2 solutions are analyzed, up to the identification of the best call for European funding.

*"Decarbonization strategies and solutions are one of the priorities of port systems. Hydrogen technologies contribute in this area very significantly. A recent study by Clean Hydrogen Partnership has previewed that in 2050 the 42% of the demand for European hydrogen will be allocated in harbour areas. It is a complex process that requires planning, resources and cooperation at a European level" emphasizes **Sergio Torriani, CEO and Founder at Simplify**.*



CIRCLE Group is the Group specialized in the analysis and development of **innovation and digitalization solutions for the port and intermodal logistics sectors** and in **international consultancy with a focus on the Green Deal and energy transition topics** headed by **Circle S.p.A.**, Innovative SME listed on the **Euronext Growth Milan market of Borsa Italiana** since October 26th, 2018 (alphanumeric code: CIRC; ISIN code for ordinary shares: IT. 0005344996).

Besides Circle, the Group comprises software houses **Info.era**, **Progetto Adele** and **Cargo Start**, purchased respectively at the end of 2017, in July 2019 and December 2022, as well as consulting companies **Circle Connecting EU** and **Magellan Circle**.

Synergies between Circle, Info.era and Progetto Adele have allowed the Group to expand the portfolio of solutions it offers in the fields of IoT, optimization, Digital Twin, Big Data and Process Automation, and to strengthen its software products: **Milos®** – the suite for all players of intermodal logistics, such as inland terminals, port terminals, ports, MTOs and shipping agencies – the Port Community System **Sinfomar**, **Master SPED®** and **Master TRADE®** solutions – respectively dedicated to shipping and logistics and to commerce and industry, and **Star Tracking®**, solution for airport-to-airport tracking.

Conceived to make migration of customers to a digital business model, **Federative services** provide in cloud and pay-per-use mode, more efficient, complete Circle's services for the Supply Chain.

With **Circle Connecting EU**, Circle supports Public Entities and Companies, by identifying their positioning at a European level (**Strategic Communication and Advocacy**) and funding opportunities (**EU Funding Accelerator**).

Thanks to the joint venture agreement and purchase of **Magellan Circle**, a Portuguese entity delivering advocacy services to European Institutions, **Circle Connecting EU** offers further services at a European level regarding the Iberian Peninsula, having strengthened its presence in Brussels and having exploited the maximum advantages from opportunities linked to the **Next Generation EU Recovery Fund**.

Moreover, the recent purchase (December 2022) of 51% of **Cargo Start**, innovative start-up specialized in the development and sale of innovative technological products and services for air cargo, CIRCLE Group can strengthen its offer in a rapidly expanding and strategic segment for **2024 Connect 4 Agile Growth** roadmap.

Lastly, Circle leads the network of enterprises **Log@Sea**, enhancing its evolved solutions for the Gate Automation of ports and intermodal hubs.

Simplify is an Italian solution provider, located in Villasanta (MB). It offers strategies and systems for industry decarbonization, by the use of hydrogen as energy medium and alternative fuel.

Simplify realizes complete solutions on any application, ready to answer to specific customer needs. It is a single point of contact in prefeasibility studies, engineering, and project execution in all possible applications in hydrogen production, transport and use, including installation, operation and



maintenance.

The very well-established experience of the team in hydrogen processes and in energy, allows Simplify to design innovative solutions in production, storage, and use in any hydrogen application, from energy generation, refueling stations and hydrogen direct use in industrial processes.

Simplify is a benefit corporation, committed on top high standards of purpose, responsibility and transparency.

For more information

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