

## **SEIF: ELEVEN REPRINTS FOR ANDREA SCANZI'S LAST BOOK, PUBLISHED BY PAPER FIRST**

**40 thousand copies sold expected by the end of the year**

**The show based on the book has sold out both in Milan and Bologna**

*Rome 20 December 2019 - SEIF (Società Editoriale Il Fatto S.p.A.), media content provider listed on the AIM Italia market of Borsa Italiana and in Paris on Euronext Growth, announces the brilliant response received by Andrea Scanzi's latest book, "Il cazzaro verde - Ritratto scorretto di Matteo Salvini", published by the Paper First (a SEIF publishing house), directed by Marco Lillo.*

*In two months, the book has reached its 11th reprint, with over 31,000 copies sold, of which 23,000 in bookshops and 8,000 on newsstands.*

*The company expects to reach 40 thousand copies sold by the end of the year.*

*A big success likewise for the special event based on the book, which was sold out both for tomorrow's debut date (Saturday 21 December, at the Leonardo Da Vinci Theatre in Milan) and Bologna date (January 22, at the Dehon Theatre).*

*"Il cazzaro verde" follows the bestsellers "Renzusconi" and "Salvimaio", and is the 39th publication of Paper First, born in 2016 and currently among the most performing realities of the Italian publishing scene, dedicated to the analysis of the most discussed issues of the moment and the protagonists of the political scene.*

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**SOCIETÀ EDITORIALE IL FATTO S.P.A. (SEIF)** is an independent media company, founded in Rome in 2009 and led by Cinzia Monteverdi, Chairman and CEO. The company publishes several editorial and multimedia products, including Il Fatto Quotidiano, founded by Antonio Padellaro and directed by Marco Travaglio, the website [ilfattoquotidiano.it](http://ilfattoquotidiano.it) and the monthly magazine FQ Millennium, directed by Peter Gomez, the publishing company Paper First and the TV and multimedia content platform Loft. Recently, SEIF has undertaken a process of diversification to become more and more a media content provider at 360° degrees, starting a strategy of development of its products in digital key and data driven.

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