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## WYBLO WORKING TO ACQUIRE STARTUP

*The training industry will now reap the benefits of social learning*

**Torino, Italy – December 15, 2022:** Wyblo, an Italian EdTech Startup creating tech to support the training industry, announced that they are starting the process to acquire Clay, a startup that created a digital tool that helps instructors create a social classroom, to fulfil their goal of elevating the training industry. The acquisition of Clay further increases Wyblo's share in the learning and development industry. "We are looking for ways to develop our product in a way that will enable our users to grow their business and better their learning outcomes", said Kevin, CEO of Wyblo.

Discussions began after Wyblo co-founder, Kevin Giorgis, and Clay founder, Christoph Koenig, met at ESCP's pitch and present event in January of 2021. They immediately saw the synergies of Clay's community-driven learning environments and Wyblo's goal of creating a training ecosystem and began discussing ways they can collaborate. After multiple conversations, they recognized the timing was ideal for both startups, and mutually agreed the vision of acquisition and complete integration of Clay into Wyblo would be the best solution for both teams. "We are excited about this big next step for Clay and believe that through our well aligned missions and complementary nature of products the integration of Clay into Wyblo's ecosystem will enable the delivery of social learning at scale," says Clay's founder Christoph Koenig. Both teams are equally excited to see their shared vision of social learning brought into the training industry with this acquisition. This acquisition is expected to close by the end of this year.

*Wyblo is an Italian EdTech Startup founded in 2021 that enables training professionals to train more learners and elevates training to improve society. Our platform automates low-added value tasks to help training professionals save time and money as they continue to grow. Through innovation and collaboration, we will elevate training to improve society.*

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