

## Press release

### **The Digital360 Group launches new *Sports Innovation* practice to drive the digital transformation of the sports industry**

Milan, 13 November 2018 – **Digital360 S.p.A.** (“**Digital360**”), company listed on the AIM Italia market – Alternative Capital Market, organised and managed by Borsa Italiana S.p.A. (“AIM Italia”), has launched a new advisory *Sports Innovation* advisory area.

The reference market is potentially quite large: the sports industry is a Community economic sector with an estimated added value of Euro 294 billion, equivalent to approximately 3% of the European GDP, while the employment generated by sports activities amounts to 7.3 million units, equal to 3.5% of total employment.

The sports industry is yet another sector on which the digital transformation is leaving its mark, primarily affecting the business models, the facilities – which are becoming increasingly “smart” – , the relationship with customers and fans – changing the marketing paradigms and the experience of the fans – and the corporate governance and organisation models of sports clubs.

To capitalise the opportunities arising from the transformation of a market with a very high potential, the Group, through its **Partners4Innovation S.r.l.** (“**P4I**”) subsidiary, aims to offer a new line of services dedicated to clubs, sports organisations, sports institutions, public administrations and sponsors.

These services range from defining revenue growth strategies thanks to the new opportunities of the digital realm, to studies of the fan experience through the analysis of the very large amount of data available, all the way to the definition of marketing activities to engage customers and fans.

The new Sports Innovation practice responds directly to the Partners4Innovation Board of Directors. The operational coordination of the practice will be entrusted to Paolo Antoniotti who, with the support of Antonio Marchesi, will manage a dedicated and rapidly expanding multidisciplinary team, integrating all the various skills and expertise of the Group.

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This press release is available on the Company website at [www.digital360.it](http://www.digital360.it).

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#### **Digital360**

Digital360 aims to partner with businesses and public administrations assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. Digital360 pursues this objective through a multichannel platform unique in Italy, referred to as the “MatchMaking Platform”, composed of online portals, white papers, events, webinars, communications and marketing services, lead generation initiatives and advisory/consulting. Digital360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world

who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For more information: [www.digital360.it](http://www.digital360.it)

## **Partners4Innovation**

P4I is a company within the Digital360 group offering Advisory and Coaching services to support Digital Transformation and business innovation for companies and public administration entities. The approach of Partners4Innovation is unique in its use of methodologies, benchmarks and distinctive data that enable it to go beyond the confines of traditional consulting, offering businesses and public administration entities, large or small, accessible services designed to enrich and boost the vision, competencies and abilities of decision makers within the organisation.

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