

PRESS RELEASE

DIGITAL360 FINALISES ACQUISITIONS IN THE IBERIAN PENINSULA OF OMNITEL COMUNICACIONES AND ADJUDICACIONESTIC

Milan, 5 September 2023 - **DIGITAL360 S.p.A.**, a Benefit Company, listed on the Euronext Growth Milan market, following its bulletin on 19 May 2023, announces that it has concluded through its Spanish subsidiary Digital360 Iberia S.L. (wholly owned) the acquisition of a 51% stake in the company **Omnitel Comunicaciones S.L.** (Omnitel) and 55% of the company **AdjudicacionesTic S.L.**, both headquartered in Madrid. Moreover, there is the possibility of acquiring the remaining shares in 2026, jointly with the approval of the financial statements for the year 2025.

Omnitel (together with its Portuguese subsidiary Omniprotic Portugal) is a major agency that supports the main technology companies operating in Spain and Portugal in their marketing and sales activities. With a history of more than 25 years, it boasts a multidisciplinary team of specialised resources in Madrid, Barcelona and Lisbon, offering services ranging from the management of digital marketing campaigns to the organisation of events, from the management of co-marketing funds for the channel to the management of outsourced activities for large global technology vendors.

AdjudicacionesTic, on the other hand, offers a business intelligence service based on a proprietary platform for the management of tenders for services and technology solutions of public administrations in Spain and Portugal. The service is offered on a subscription basis to more than 400 customers in the technology sector and is complemented by data analysis and consulting services.

"With Omnitel and AdjudicacionesTic, our presence in the Iberian Peninsula grows, an area with a rapidly expanding and still very fragmented market, and we are bringing on board smart co-entrepreneurs motivated to achieve an important growth path together with us," says **Andrea Rangone**, President of DIGITAL360. "The two acquisitions are strategic for our international expansion path focused on Spanish-speaking countries, in which we will replicate the business model successfully implemented in Italy, based on digital publishing assets and MarTech and SalesTech technology platforms, with the aim of becoming the largest provider of marketing and lead generation services for large technology companies in the Spanish and LATAM area".

Says **Tommaso Prennushi**, CEO of Digital360 Iberia: "Thanks to the closure of the agreement, DIGITAL360's project in the Iberian Peninsula is enriched with an extraordinary team, which is already ready for the launch in Spain of the most innovative MarTech services developed in Italy and, in parallel, for the launch in Italy of the business intelligence tool Tenderstool for PA tenders in the ICT sector developed in Spain. In this way, our current and future customers will now have access to a single 'one stop shop' of MarTech solutions in Spain and Portugal as well".

Omnitel, also consolidating the figures of its subsidiary Omniprotic, closed its 2022 financial statements with a turnover of EUR 19.3 million, approximately EUR 1 million EBITDA and a net financial position in credit of EUR 0.2 million. AdjudicacionesTic closed its 2022 financial statements with a turnover of EUR 0.9 million, EBITDA of EUR 0.35 million and a net financial position in credit of EUR 0.35 million.

This press release is available on the Company's website at www.digital360.it.

DIGITAL360

DIGITAL360, a non-profit company, listed on the Euronext Growth Milan market, aims to accompany companies and public administrations in the understanding and implementation of digital transformation and to encourage them to meet the best technology suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies



(vendors, software houses, system integrators, start-ups, etc.) in communication activities, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations wishing to undertake any digital transformation path. NetworkDIGITAL360, transversal to both Business Units, is the largest network of online publications dedicated to all topics of Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and skills thanks to analysts, journalists, consultants and experts in the digital world, united by a great passion and mission: digital innovation as an engine for the growth and modernisation of our country. For further information: www.digital360.it.

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