

PRESS RELEASE

DIGITAL360 lands in Spain with the establishment of Digital360 Iberia S.L. and dedicated top managers

Milan, 9 June 2022 - DIGITAL360 S.p.A. ("**DIGITAL360**" or the "**Company**"), an innovative SME listed on the Euronext Growth Milan market, announces that it has established **DIGITAL360 Iberia S.L.** in Spain. This furthers international expansion aimed at Spanish-speaking geopolitical areas, already starting with the launch of [InnovacionDigital360.com](https://www.innovaciondigital360.com), a Spanish portal dedicated to digital transformation.

Spain offers particularly interesting opportunities for DIGITAL360's business due to both the similarities in the cultural substratum and the economic-productive fabric and the dynamics of market growth, accelerated by the pandemic and the arrival of public funds for the revitalisation of the economy and the digitisation of the country.

The IT sector in Spain is worth a total of EUR 40 billion in 2021, with approximately 26,000 companies employing 378,000 people. Expectations for 2022 are of great growth, with 78 per cent of entrepreneurs declaring an increasing turnover. Among the drivers of development is the impact of the PNRR (PRTR in Spanish) with EUR 140 billion, a large part of which (more than 20%) is dedicated to the digital transformation of businesses and public administration.

In this favourable context, **DIGITAL360 Iberia** will have the function of managing the local business by coordinating the companies that will be acquired, coherently with the path of international expansion to replicate the development model already successfully experimented by DIGITAL360 in Italy, based both on significant organic growth and on the acquisition and integration of numerous business entities, with the final objective of consolidating highly fragmented markets.

Tommaso Prennushi and **Massimo D'Angelo** were appointed Managing Director and Managing Director of **DIGITAL360 Iberia** respectively, two Italian managers who moved to Spain many years ago and have a deep knowledge of the country. Both have gained a long and consolidated experience in the world of online content and digital marketing.

"We are excited to start this new entrepreneurial venture in a country similar to Italy in many respects, with a competitive and market environment that lends itself well to our business model," says **Andrea Rangone**, President of DIGITAL360. "We have been working with Prennushi and D'Angelo for a year now as our advisors on the Spanish market, and we have been able to verify in the field their high level of competence, experience and concreteness, as well as the enthusiasm with which they have immediately embraced this expansive project".



"Joining DIGITAL360 is a great pleasure," says **Tommaso Prennushi**, Managing Director of Digital360 Iberia, "After an intense career in the world of content and digital transformation, the business model that DIGITAL360 proposes is fascinating. We are confident that it will also be a success in Spain and Portugal".

"The birth of Digital360 Iberia comes at a time when Spain is about to begin a new phase in the digital transformation process," says **Massimo D'Angelo**, Managing Director of Digital360 Iberia. "DIGITAL360's experience and know-how will be of great value in contributing to this process. It will be an exciting journey".

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

DIGITAL360

DIGITAL360, a company listed on the Euronext Growth Milan Market, has the objective of accompanying companies and public administrations in understanding and implementing digital transformation and facilitating their encounter with 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

Contact

Investor relations

Emilio Adinolfi

Email: emilio.adinolfi@digital360.it

Tel: +39 0292852801

DIGITAL360 Press Office: d'I Communication

Piero Orlando

Email: po@dicomunicazione.it

Tel: +39 3351753472

Euronext Growth Advisor

CFO SIM S.p.A.



Email: ecm@cfosim.com

Tel: +39 02303431

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