

Press Release

DIGITAL360 concludes 2022 with sixth acquisition in Latam. 100% of the shares of the company Ycon in Argentina acquired

Milan, 30 December 2022 - **DIGITAL360 S.p.A.**, a Benefit Company ("DIGITAL360" or the "Company"), an innovative SME listed on the Euronext Growth Milan market, announces that it has completed the acquisition of 100% of the shares of the company Ycon SAS ("**Ycon**") based in Buenos Aires and its US subsidiary Textualists LLC, based in Albuquerque (New Mexico).

With this further acquisition, the sixth finalised during 2022 in the Latin American region, the Group continues its successful journey to become the reference point for supporting the world's leading technology companies in their marketing and lead generation activities in Spanish-speaking countries.

Ycon, based in Buenos Aires, is a company specialising in the production of high-quality editorial content and communication campaigns and supports its B2B clients in improving their image and commercial positioning in the target market.

The acquisition of Ycon follows in Argentina that of Xona, a marketing agency specialising in the B2B market and technology companies, which was finalised this same month: DIGITAL360 thus aims to replicate in the LATAM area (after Mexico and Colombia) the business model successfully developed in Italy, which involves combining digital publishing assets with B2B marketing activities as well as technology platforms from Martech and Salestech.

Ycon currently has a turnover of approximately EUR 0.15 million.

The agreement provides for the purchase of 100% of the shares for a consideration of USD 130,000, to which an *earn-out* component may be added based on the achievement of certain economic results expected for the years 2023 and 2024.

Among other stipulations, the agreement specifies entrepreneur Pedro Ylarri will continue as manager for at least four years after the acquisition. This is in continuity with the current management and following a consolidated and successfully tested acquisition model to date.

"Ycon's entry into the Group represents the sixth operation in 2022 in the region. We are convinced that the achievable synergies and the complementary nature of DIGITAL360's acquisitions in Latin America will quickly have a multiplier effect and will enable us to become the leader in B2B marketing in the ICT sector in the region in the near future, a reference point for innovation and a glocal partner for the big global players in the segment," says **Simone Battiferri**, Head of LATAM at DIGITAL360. "We warmly welcome Pedro to the team".



"For all of us at Ycon and Textualists, it is a privilege to be part of DIGITAL360, a group that combines excellent human capital, the best technology and an efficient and consolidated working method. Being part of this group fills us with pride and motivates us to develop our activities in Latin America with even greater commitment", says **Pedro Ylarri**, founder and director of both companies.

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

DIGITAL360

DIGITAL360, a company benefit listed on the Euronext Growth Milan Market of the Italian Stock Exchange, 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, 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 Comunicazione

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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