PRESS RELEASE

DIGITAL360 STRENGTHENS ITS STAKE IN DIGITAL SALES

Milan, 19 May 2023 - **DIGITAL360 S.p.A.** Benefit Company, an innovative SME listed on the Euronext Growth Milan market, announces that it has signed an agreement to take over 27.8% of the shares of **Digital Sales S.r.l., of which it had** already acquired 51% in February 2022, and on which it had reserved the right to exercise a call option.

Digital Sales is a startup specialising in digital solutions to support B2B marketing and sales (MarTech and SalesTech), founded by current share seller Massimo Calabrese, one of Italy's leading experts in this field. The company's goal is to help business customers to effectively use Marketing Automation and Customer Relationship Management (CRM) technology solutions based on the software platform of Hubspot, a leading company in this field and listed on the Nasdaq.

The entry of Digital Sales into DIGITAL360 in 2022 has enhanced and expanded the services offered to B2B companies for the digitisation of all marketing and sales activities, including online positioning to online buyer interception, from lead generation to the management of all sales force prospects. The increase in shares will further drive synergies with the group.

The total price agreed for 27.8% of the share capital of Digital Sales was set at EUR 1.1 million, to be paid on the execution date, through the assignment to the seller of 201,334 ordinary DIGITAL360 shares valued at EUR 5.35 each. This price is fixed and also includes the amount that would have been due as Earn-Out, set in the previous agreements, and parameterized to the EBITDA results that Digital Sales should have achieved in the period 2023-2024.

Following this first sale, DIGITAL360 reserved the right to exercise a call option on the remaining 21.2% share of the capital not yet owned in three different tranches, purchasing 7.07% in each of the years 2024, 2025 and 2026. The option is always exercisable from 15 March to 15 April of each year, and the agreed consideration for each tranche is EUR 0.28 million, payable in cash. Against this purchase option, the seller is granted a corresponding put option, at the same economic conditions, subject to the seller remaining in the DIGITAL360 group.

The agreement between the parties includes the usual non-competition, permanence (seller obligation) and stability (DIGITAL360 obligation) clauses for the next three years.

"By strengthening our shareholding in Digital Sales, we want to accelerate the development of the entire martech and salestech area," says **Raffaello Balocco**, CEO of DIGITAL360**.** “Integrating our skills and assets even more effectively with the know-how of an innovative and highly specialised company, with which we have already begun to work excellently”**.**

"Thanks to our entry into the DIGITAL360 group in 2022, a path has begun that has allowed us to realise the vision of Digital Sales: to define and implement an innovative model, applied to the services and Sales and Marketing functions in the B2b sphere," says **Massimo Calabrese**, CEO of Digital Sales. "Strengthening our participation will allow us to lead a transformation that integrates strategy, technology, processes, methods and digital culture”.

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

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DIGITAL360

DIGITAL360, a Benefit Company and innovative SME listed on the Euronext Growth Milan market, aims to accompany companies and public administrations in understanding and implementing 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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