PRESS RELEASE

DIGITAL360: New acquisition signed for 51% of the shares of Digital Sales, a startup specialising in MarTech and SalesTech

Milan, 22 February 2022 - **DIGITAL360 S.p.A.** ("DIGITAL360" or the "Company"), an innovative SME listed on Euronext Growth Milan (formerly AIM Italy), announced today that it has acquired a 51% stake in Digital Sales S.r.l. This is DIGITAL360's seventh acquisition in just over 12 months.

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

With the addition of Digital Sales to DIGITAL360, the services offered to B2B companies for the digitization of all marketing and sales activities are strengthened and expanded: from online positioning to intercepting online buyers, from generating leads to managing all sales force prospects.

The total price paid for 51% of the shares in Digital Sales is EUR 150,000 (excluding NFP). An adjustment of the price paid was then envisaged based on the EBITDA recorded by the company in the financial years 2023 and 2024. Finally, the agreement allows both parties to exercise cross options (*Put & Call)* for the purchase or sale of the remaining 49%, whose price will be established based on the average EBITDA recorded by the company in the years 2023 and 2024, in addition to the NFP.

We are delighted to welcome Digital Sales into our Group," says **Raffaello Balocco**, CEO of DIGITAL360. With this operation, we are integrating our technical skills, editorial assets and technological platforms with the know-how of an innovative and highly specialised company and we are bringing an extremely valid and competent young entrepreneur into the Group.

"We have embraced the vision and mission of DIGITAL360, to work with exceptional entrepreneurs and professionals who are driving this continuous evolution. Our entry into the DIGITAL360 Group marks the beginning of a journey that will allow us to realise the vision of Digital Sales: to define and implement 'Company as a Service', a term borrowed from SaaS (subscription) models and applied to Sales and Marketing services and functions," says **Massimo Calabrese**, CEO of Digital Sales. "We want to lead a transformation that integrates strategy, technology, processes, methods and digital culture.

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DIGITAL360

DIGITAL360, a company listed on the Euronext Growth Milan Market, has the objective of accompanying companies and public administrations in the understanding and implementation of digital transformation and encouraging their encounter with the best technological suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, startups, etc.) in communication, storytelling, event management, and generating business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations that want to undertake any kind of digital transformation. 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 modernization of our country. For further information: www.digital360.it.

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