Press Release

DIGITAL360: new acquisition in Colombia, majority stake acquired in E-Markettools

Milan, 25 September 2023 - **DIGITAL360 S.p.A**. Benefit Company listed on the Euronext Growth Milan market, announces the acquisition of the majority of shares (51%) of **E-Markettools S.A.S.**, a Colombian marketing agency with over 18 years of experience in the technology sector. This new operation brings to nine the number of companies acquired in the LATAM region by DIGITAL360.

This acquisition, together with the other two already completed in Colombia (ImpactoTic and X3Media), aims to replicate the Demand Generation model successfully developed in Italy, which envisages the synergic combination of ImpactoTic's digital publishing assets with E-Markettools' skills in events organisation and digital marketing services, together with those in MarTech & SalesTech of X3Media.

Launched last year and still in the evolution and development phase, DIGITAL360's international expansion path intends to develop the business and growth model already successfully tested in Italy, consolidating highly fragmented markets that share a single language (Spanish), with the possibility of exploiting a single shared team and platform.

E-Markettools is an agency specialising in both traditional marketing and lead generation in the B2B sector, with a focus on the technology sector (Information & Communication Technologies, ICT). Its main customers include some of the largest multinational players in the ICT world as well as important local customers.

E-Markettools recorded revenues of about EUR 1.45 million in the financial year 2022 with a reported EBITDA margin of about 10 per cent and a debt NFP of about EUR 70,000.

The agreement provides for the sale of 51% of the shares for a consideration of approximately EUR 650,000 including the pro-rata of the NFP calculated at closing. To these amounts may be added an earn-out component based on the achievement of certain economic results in the financial year 2023.

The agreement between the parties also provides, among other stipulations, for the current stakeholders and managers involvement in the future management of the Company for at least 3 years after the acquisition. Furthermore, the Board of Directors will consist of 3 members appointed by E-Markettools and 4 members appointed by DIGITAL360.

Lastly, the agreement authorizes both parties to exercise cross-options (Put & Call) for the purchase or sale of the remaining 49% of E-Markettools, the price of which will be established based on the EBITDA realised by the company in the financial years 2025 and 2026, in addition to the NFP, as of the approval of the financial statements for the year ending 31 December 2026.

"The acquisition of E-Markettools strengthens the DIGITAL360 Group's local presence in Colombia and represents another important step in our internationalisation strategy. I am very satisfied with this operation", says **Raffaello Balocco**, CEO of DIGITAL360. **"**We are further strengthening our level of coverage, both in terms of skills and geography, in the Spanish-language technology market. We are thrilled to welcome into the Group a team of great professionals, led by three really smart entrepreneurs: Janneth, Alvaro and Pedro".

"Quoting the writer Ryunosuke Satoro, 'individually, we are a drop. Together, we are the sea'**",** declares **Janneth Eraso**, **Alvaro Charry** and **Pedro Alvarez**, partners of E-Markettools. **"**Thanks to our journey that began many years ago, when we dared to start dreaming big with the firm intention of helping our customers take risks to do different things with us, we have been able to play a relevant role in Latin America. Today, we are proud to announce that we are going around the world with the DIGITAL360 Group, which has chosen us as its partner in Colombia, elevating our value proposition and bringing all its managerial and global experience in B2B marketing to continue innovating and making a difference. We are thrilled with the operation".

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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 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 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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