

Press release

DIGITAL360, MASSIMO ARIOLI NOMINATED CEO

MILAN, 6 May 2024 - The Board of Directors of **DIGITAL360 S.p.A.**, a Benefit Corporate, has appointed **Massimo Luca Arioli** as its new CEO. The manager takes on the responsibility of leading the Group, pioneer in the innovative sectors of *MarTech* (the digital transformation of marketing and sales) and *ConsulTech* (the technological revolution of consulting), towards the ambitious goals of organic and external (M&A) growth, both in Italy and abroad.

Formerly Group Managing Director & COO of Prénatal Retail Group, Massimo Arioli has matured an important career, holding roles of increasing responsibility over the years in numerous sectors (industry, telecommunications, media, banking, renewable energy, retail) both in Italy and abroad, with top-level positions at TIM, Pirelli and UNDP (United Nations Development Program), among others. He has led numerous Boards of Directors in the roles of Director, Managing Director, Executive Vice President and Chairman. He has overseen numerous international M&A transactions and participated in the launch of two start-ups in the restaurant and tourism sectors.

*"The entry of Massimo Luca Arioli represents a central step in the path of managerialization undertaken by the Group to continue its growth in Italy and abroad, following the entry of the investment fund Three Hills Capital Partners into the shareholding structure - says **Andrea Rangone**, Chairman of DIGITAL360 -. We are thrilled to welcome an experienced manager like Massimo, who shares the entrepreneurial spirit, passion for innovation and desire to grow that have characterised DIGITAL360 since its foundation".*

*"The ability to build generative relationships that put people at the centre, the development of skills and the focus on managerial change, together with research and the use of digital technologies, their dissemination and the ability to concretely apply them to make private and public companies more competitive are the constituent elements of DIGITAL360," says **Massimo Arioli**, CEO of DIGITAL360. The combination of people and advanced technology has catalysed top-level entrepreneurial realities around the Group. On these pillars, to which is added the fundamental presence of the Three Hills Fund, is based the strategy for the coming years, a path of growth and leadership in which I have the honour of collaborating".*

DIGITAL360, born in 2012 from university research, has grown at an average annual rate (CAGR) of over 40%, exceeding 115 million euros in revenue by 2023, thanks to both significant organic development and a clear M&A strategy. It operates in 8 countries with more than 1,200 employees. In October 2023, DIGITAL360 exited the EGM of the Italian Stock Exchange where it had been listed since June 2017 (after a share price growth of 365%), thanks to the fundamental support of the investment fund Three Hills Capital Partners. With the entry of Three Hills Capital Partners into the shareholding structure, DIGITAL360 embarked on a new phase of consolidation and growth, thanks not only to the significant financial resources made available by the fund, but also to its expertise and relationships.



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

DIGITAL360

DIGITAL360, a benefit corporate, 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, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" supports companies and public administrations in their process of innovation and digital transformation. 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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