

DIGITAL360 is a **Benefit Company** established in 2012 from university research. Since its foundation it has grown at an average annual rate (CAGR) of **44%**, thanks to an organic growth of 20% and a clear M&A strategy. It accompanies companies and public administrations in the understanding and implementation of Digital Innovation by facilitating meetings with the best technology suppliers. It pursues this mission through two Business Units, one called '**Demand Generation**' that addresses all suppliers of digital innovation to support them in marketing and generating business opportunities; the other, called '**Advisory & Coaching**' that addresses all enterprises and public administrations that want to undertake any digital transformation path. Both are characterised by a strong innovative methodological approach and the adoption of technological platforms and subscription-based services. Both Business Units share a fundamental asset - the business community created around the online portals of the **NetworkDIGITAL360**, a point of reference in Italy for managers, professionals, policy makers, politicians, tech companies, start-ups and public administrations, with millions of visitors per month. The Network also plays a key go-to-market role in both lines of business.

DIGITAL360 is a pioneer in two innovative, fast-growing business fields worldwide: **MarTech** and **SalesTech**, i.e. the digital transformation of marketing and sales, and **ConsulTech**, i.e. the technological revolution of consulting.

As of **1 June 2021**, it became a **Benefit Company**. Choice to promote digital innovation in all its forms as an engine for sustainable and inclusive growth of the economy and society.

Beginning in **2022**, DIGITAL360 also started its expansion abroad by targeting the Spanish-speaking geopolitical areas, a huge region with more than 550 million people and a total GDP of 4500 billion, starting with the acquisition of a publishing company in **Spain** and then various communication-events-publishing companies in **Argentina, Colombia, Mexico, Chile and Portugal**.

The Group in Italy is based in: **Milan, Rome, Catania, Potenza and Ferrara**. Abroad it is present in: **Madrid, Lisbon, Buenos Aires, Bogota, Mexico City, Santiago de Chile**. Between employees and collaborators there are over 1000 #Digital360people.



Some numbers from DIGITAL360:

- 76.6 million euro pro forma turnover 2022
- EUR 14.3 million Pro forma EBITDA 2022
- 100 portals, online newsletters with 2.2 million unique visitors per month
- 710 events and webinars with 140,000 registered participants in 2022
- 1' page on Google on over 100,000 keywords in the tech sector
- 2,716 white papers published and 48,000 downloaded in 2022
- >680,000 fans and followers on social media
- 441,000 contacts to CRM in 2022

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