

Press release

**DIGITAL360, THE TRADEMARKS OF INNOVATIVE SUBSCRIPTION SERVICES
(DIGITAL-AS-A-SERVICE) ARE BORN**

The trademarks "Digital Marketing & Sales Engine", "DPO 360 - Data Protection As-A-Service" and "CISO 360 - Cybersecurity As-A-Service" have been registered

Milan, 9 December 2020 - **DIGITAL360 S.p.A.**, a company listed on AIM Italia, organised and managed by Borsa Italiana S.p.A. ("Digital360" or "Company"), announces that it has finalised the registration of the following trademarks: "**Digital Marketing & Sales Engine**", "**DPO 360 - Data Protection As-A-Service**" and "**CISO 360 - Cybersecurity As-A-Service**", which refer to three innovative services which are part of the Company's wide offer available by subscription and called "Digital As A Service".

The importance of these services is given by their ability to generate recurring revenues: in the first 9 months of this year they were sold to 205 customers with an 80% increase on the previous year, generating a value of contracts on an annual basis (Annual Recurrent Revenue) of € 6.2 million (+44% compared to the end of 2019).

The "Digital Marketing & Sales Engine" trademark refers to the innovative offer of DIGITAL360 which includes the management of all digital marketing activities and business generation opportunities for customer companies, through a multidisciplinary team of experts in publishing content, digital communication, SEO, social media, marketing automation and lead generation. The Digital Marketing & Sales Engine allows companies to integrate storytelling, SEO positioning, social amplification and digital PR, leveraging content marketing based on Digital360 Network portals (outbound) and on proprietary ones (inbound), generating profiled contacts on an ongoing basis and sales opportunities, thanks to Marketing Automation and content accessible to users through registration. During the first 9 months of 2020, this subscription service was sold to 87 customers (+30% compared to 67 as at 31st December 2019) for an annual value of almost €3.8 million (+25%).

The "DPO 360 Data Protection As-A-Service" trademark refers to the service with which DIGITAL360 provides public and private organisations, against payment of an annual fee, with a multidisciplinary team specialised in legal, organisational and IT security, able to deal with all the tasks assigned by law to the Data Protection Officer, with the possibility of taking advantage of legal advice and legal opinions on demand and of using the proprietary software GRC360®. In some cases, the service provides the formal management of the DPO role, in others it provides support to the internal DPO with operational and coaching methods.

Lastly, the "CISO 360 Cybersecurity As-A-Service" trademark refers to the service through which DIGITAL360 offers public and private organisations the possibility of outsourcing the entire management of the IT security activities typically performed by the Chief Information Security Officer. The multidisciplinary team which manages this service uses proprietary methodologies and an engineered approach that can take place in some cases with the formal management of the CISO's role, in others by supporting the customer company's CISO in operational and coaching mode.

During the first 9 months of this year, the services of DPO As-A-Service and CISO As-A-Service were provided to more than 118 clients, a 160% increase compared to the end of 2019, for a contract value on an annual basis of approximately € 2.4 million.

"The creation of these trademarks represents a further step forward in the enhancement of our assets, especially those related to innovative subscription services, scalable and capable of generating recurring revenues, which this year are giving particularly positive results and are at the basis of the significant increase in profitability of the company - says Andrea Rangone, President of DIGITAL360 -. The Digital-As-A-Service offer is designed for companies, including SMEs, that have to tackle digital transformation without having the appropriate in-house expertise. For each area we provide multidisciplinary teams, with proprietary technologies and innovative

methodologies developed over years of experience, allowing our clients to manage key services related to digital transformation in an efficient and flexible way, without having to hire expensive professionals not easily available on the market and therefore without significantly increasing their fixed costs".

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

DIGITAL360

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For further information: www.digital360.it

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