

Press release

DIGITAL360, RECORD OF DIGITAL EVENTS ORGANISED IN 2020

Milan, 29 December 2020 – **Digital360 S.p.A.**, a company listed on the AIM Italia – Mercato Alternativo del Capitale market, organised and managed by Borsa Italiana S.p.A. (“Digital360” or “Company”), announces that in 2020 it organised 580 digital events, a strong growth compared with the approximately 100 organised in 2019.

The events, which saw the participation of over 130,000 managers and professionals, allowed customer companies to not interrupt, even during the months of lockdown, their communication, marketing and business development activities, as well as to successfully experiment new forms of business.

In response to the health emergency related to Covid-19, DIGITAL360 immediately made available to its customers a "turnkey" service for organising such events, with innovative and different formats and solutions, defining the shape and size according to the specific needs. During 2020, both "vertical" webinars with a specialist target, typically lasting an hour, and large digital events lasting an entire day, with round tables, presentations, case analyses, but also events with a “television” type format and cycles of weekly appointments with in-depth analysis on specific topics, were implemented. The more articulated ones were attended by thousands of people, with dozens of speakers connected remotely from all over the world.

DIGITAL360 also made available a specific technological platform which, in addition to the "classic" interaction methods, allows participants to also interact in private rooms, to set appointments in real time and to access events by visiting "virtual places" through 3D rendering of physical spaces.

"The emergency and the need to work remotely have led to companies to discover the great utility, versatility and effectiveness of digital events, which allow them to remotely manage relationships with customers, developing new business opportunities - says **Raffaello Balocco**, DIGITAL360 CEO -. Our results in this area have allowed us a significant development of the relative turnover, thanks also to the investments made over the past years which now enable us to provide customers with an all-round service, from designing the format and creativity to engaging the target, up to managing the event itself through our technological platform. Digital events will remain a fundamental positioning and lead generation tool, even once the emergency is over".

Finally, it should be noted that the role of *investor relations manager* of the Company is held by Dr Emilio Adinolfi.

This press release is available on the Company’s website at the following address 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 and current themes 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 more information: www.digital360.it.

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