

Press Release

**DIGITAL360: THE GROWTH IN SUBSCRIPTION SERVICES CONTINUES  
(DIGITAL AS-A-SERVICE)**

*As at 30th June 2020, annual recurring revenues from "Digital-As A Service" subscription services were worth € 5.1 million, + 19% compared with 31 December 2019*

Milan, 15 July 2020 - **Digital360 S.p.A.**, a company listed on the AIM Italia - Mercato Alternativo del Capitale (Alternative Investment Market), organised and managed by Borsa Italiana S.p.A. (hereinafter "**Digital360**" or "**Company**"), on the occasion of the half-yearly report on the performance of the active contracts entered into, announces that as at 30 June 2020 the annual recurring revenues from subscription services (called "Digital As-A-Service") amounted to more than € 5.1 million at a consolidated level, up 19% compared with the end of 2019. 172 customers purchased these services (52% more than at 31 December 2019).

The best-selling subscription service was the "*Demand Generation As A Service*", called *Digital Marketing & Sales Engine*, which numbered 80 customers at 30 June 2020 (+19% compared with the 67 customers at 31 December 2019), with an annual value of almost €3.5 million (+16% compared with the end of 2019). This service, provided on subscription to B2b companies, allows managing all digital marketing and commercial opportunity generating activities in an integrated manner. Through the *Digital Marketing & Sales Engine*, Digital360 is positioned as a true strategic partner for its clients, providing a multidisciplinary team (consisting of content, digital communication, SEO, social media, marketing automation and lead generation experts), which operates as if it were an 'extension' of the company's marketing department.

Among the best-selling services, this was followed by the "*Data Protection Officer (DPO) As A Service*" and by the "*Chief Information Security Officer (CISO) As A Service*" packages, now provided to 60 customers, up 40% compared with the end of 2019, with a contract value of around € 1.3 million per year. These services allow customers to outsource to Digital360 the complete management of activities related to personal data protection (GDPR) and information security through the payment of an annual subscription. In this case too, Digital360 provides a multidisciplinary team (consisting of legal, compliance, organisational and technological experts), which works in close contact with the company's contacts.

In addition to these services, there are other services launched more recently on the market, such as the *360DigitalSkill* training offer, based on a multimedia content platform for the development and updating of digital skills and some applications in the Smart Operations area (for monitoring supply risk and managing complex orders).

"The results obtained during this semester, particularly positive considering the current great health and economic crisis, testify to the effectiveness of the innovative subscription offer called *Digital As-A-Service*. This offer is designed in particular for small and medium sized companies that need to deal with digital transformation but do not have the specialised skills to do so - says Andrea Rangone, President of Digital360 - These services provide a more scalable business model and, above all, are able to generate recurring revenues, with important benefits for the Group's economic and financial performance."



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This press release is available on the Company's website at the following address [www.digital360.it](http://www.digital360.it)

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## 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](http://www.digital360.it)

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