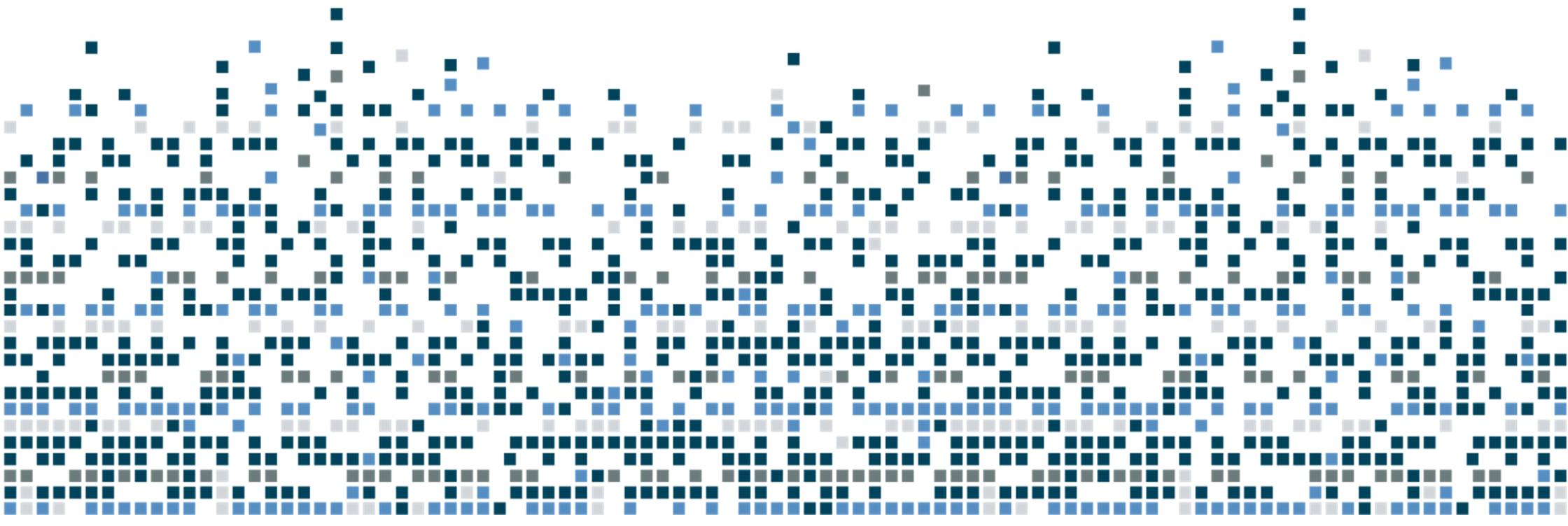


DIGITAL 360 | Group

London, 22 October 2018



DIGITAL 360 | Group

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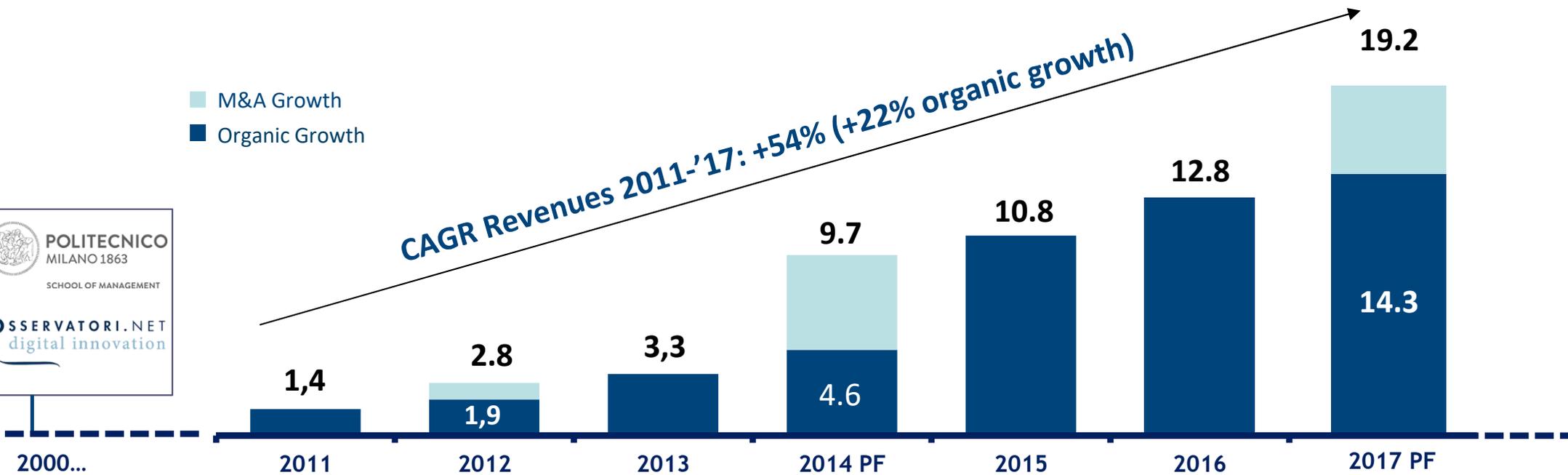


Our History

DIGITAL 360 | Group stems from the experience developed by Politecnico di Milano Professors and Researchers in the area of Research and Consultancy on Digital and Entrepreneurial Innovation.

■ M&A Growth
■ Organic Growth

CAGR Revenues 2011-'17: +54% (+22% organic growth)



2000...

2011

2012

2013

2014 PF

2015

2016

2017 PF

Establishment of:

- ICT & Strategy Srl (Demand Generation)
- Partners4Innovation Srl (Advisory)

Digital360 is founded (holding)

- Incorporation of ICT & Strategy and Partners4Innovation

“Vision” and “mission”

DIGITAL 360 | Group



Digital Transformation and Entrepreneurial Innovation - the engine for economic growth and for modernising the public sector



To work alongside companies and public bodies, helping them understand and pursue their path of Digital Transformation and Entrepreneurial Innovation and to establish contacts with leading technological suppliers

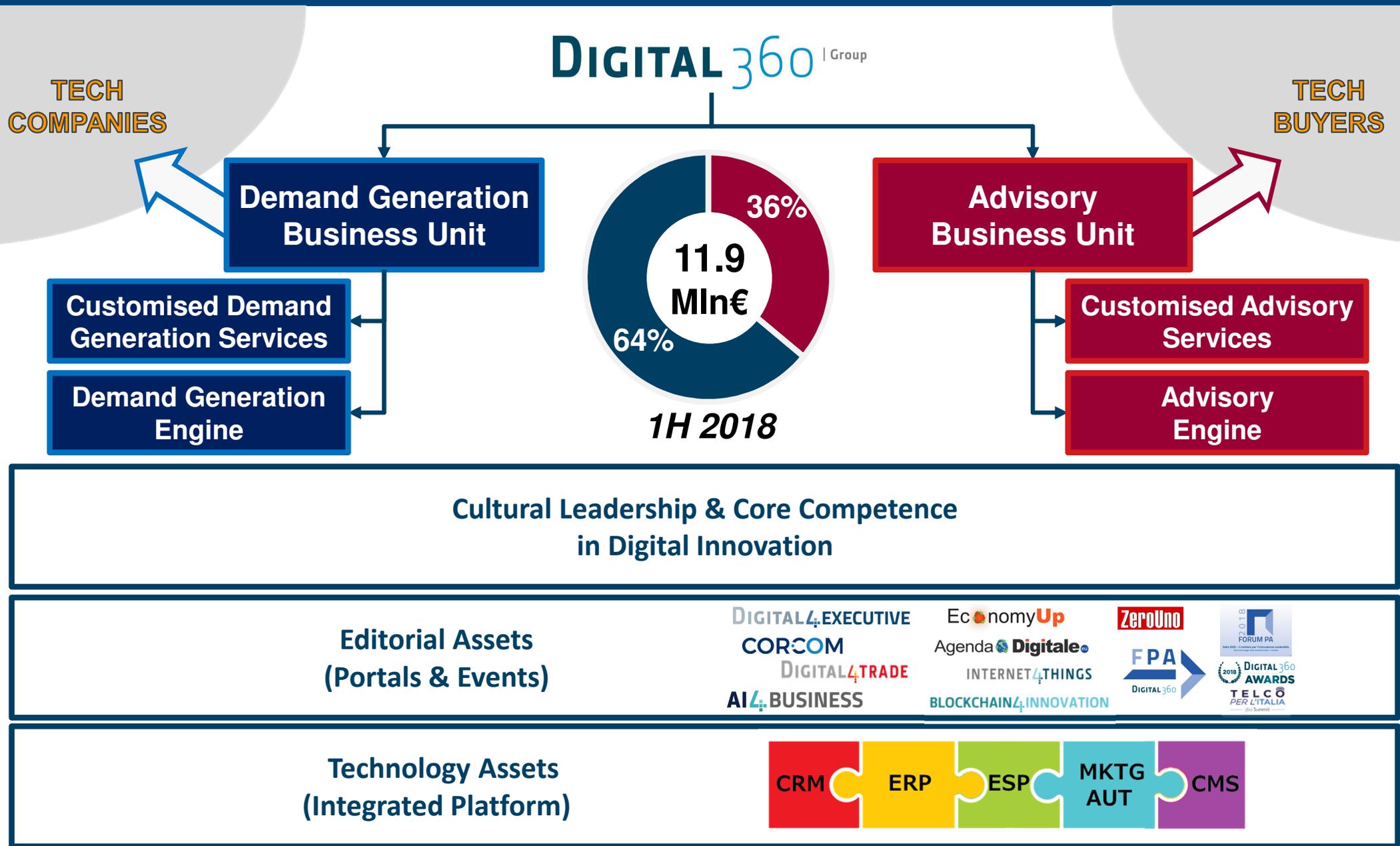


Business model:

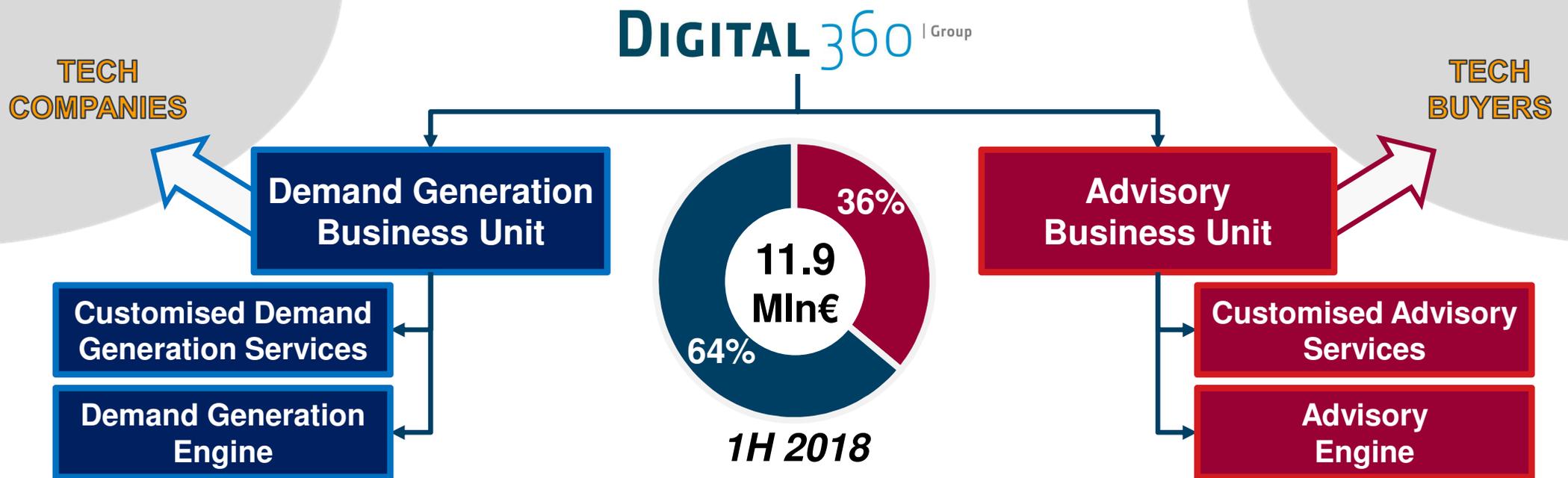
matchmaking platform between Digital Innovation Demand and Offer



Our business units: services, assets and core competences



Our business units: services, assets and core competences



52 online portals and newsletter

1.2 mln unique visitors per month

1st page on Google with more than **5,000** keywords in the Tech sector

800 published white papers downloaded by **25,000** contacts per year

640 events and webinars with **75,000** registrations per year

200k fans and followers on social media channels

124k profiles per year

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Demand Generation: customised services

Communication

- Storytelling
- Content Marketing
- Communication/advertising plans

Events

- Roundtables and focus groups behind closed doors
- Open events, conventions, summits, webinars

Lead generation

- Profiling
- Business meetings

Open Innovation

- Call4ideas
- Hackatons

Research

- Surveys, focus groups
- Customer insight, market outlook

Integrated projects

- communication, events, lead generation, etc.



Demand Generation: the “Engine”



Online portals and SEO optimised **Content Marketing** and **Social Media** to intercept a qualified audience of technology purchasing decision-makers

Gated content (white papers, webinars, events, etc.) to profile the audience and identify the most interested prospects

Lead nurturing and marketing automation tools to identify, nurture and manage leads

Profiling tools with an internal **contact centre** to generate sales opportunities

The distinguishing factors

- **End-to-end approach**, facilitating the integrated management of communication, digital marketing and lead generation activities
- «As a service» approach, with recurrent revenues
- Synergies between the **technology and content solutions** offered by Digital360 (outbound marketing) and those owned by the client (inbound marketing)

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Advisory: customised services

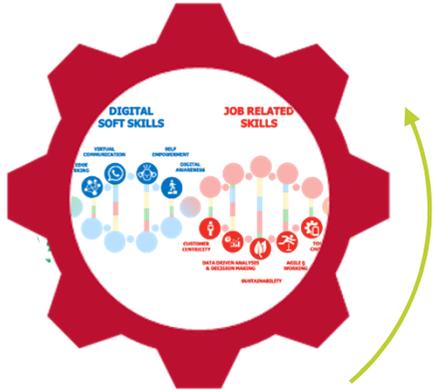
Our Practices

- Open Digital Innovation
- Smart Working & Workspace Innovation
- Smart Manufacturing & Logistics
- Business Model Innovation
- Data Driven Innovation
- Digital Public Admin & Healthcare
- IT Governance
- Business Process Digital Redesign
- Information & Cyber Security
- Blockchain
- Compliance Innovation
- Audit & Control
- Data Protection Officer (DPO)
- Legal
- Digital Customer Experience (being launched)
- Digital Innovation in Sports (being launched)



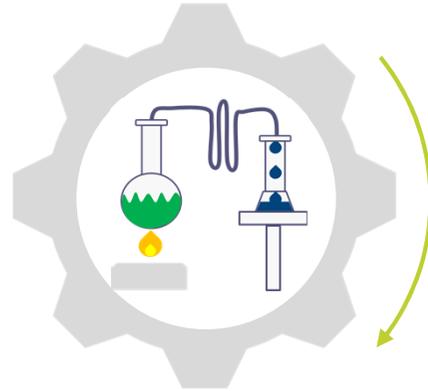
Advisory: the “Engine”

1. Original Methodologies and Models



The strong links with the University and the customised projects enable the development of original methodologies (Smart Working, Digital DNA, Compliance Dimensions, DigitalB2BTransformation, etc.)

2. Engineering the know-how



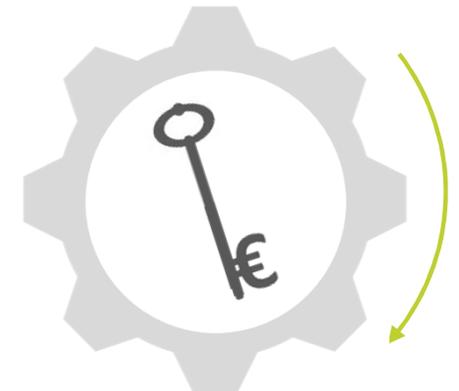
By leveraging the engineering and systematisation of knowledge, our original methodologies evolve into replicable “advisory services”

3. Go-to-market Channel



The Advisory team and its key people can enjoy a high level of visibility on the portals and events offered by the Group, positioning itself as an opinion leader and generating a steady stream of prospects

4. Recurring Revenue



An “as a service” approach designed to provide advisory services and support customers on an ongoing basis, including through the provision of highly specialised profiles (DPO) and cloud platforms

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Strategic Directions

- 1** Growth through M&A, playing an **aggregator role** in a **highly fragmented market** (9 acquisitions accomplished)
- 2** Growth also through **launch of new portals and new advisory practices** (7 portals and 6 practices launched in the last 18 months)
- 3** Organic growth, enabled by the “engine approach”, towards SME market in both BU’s

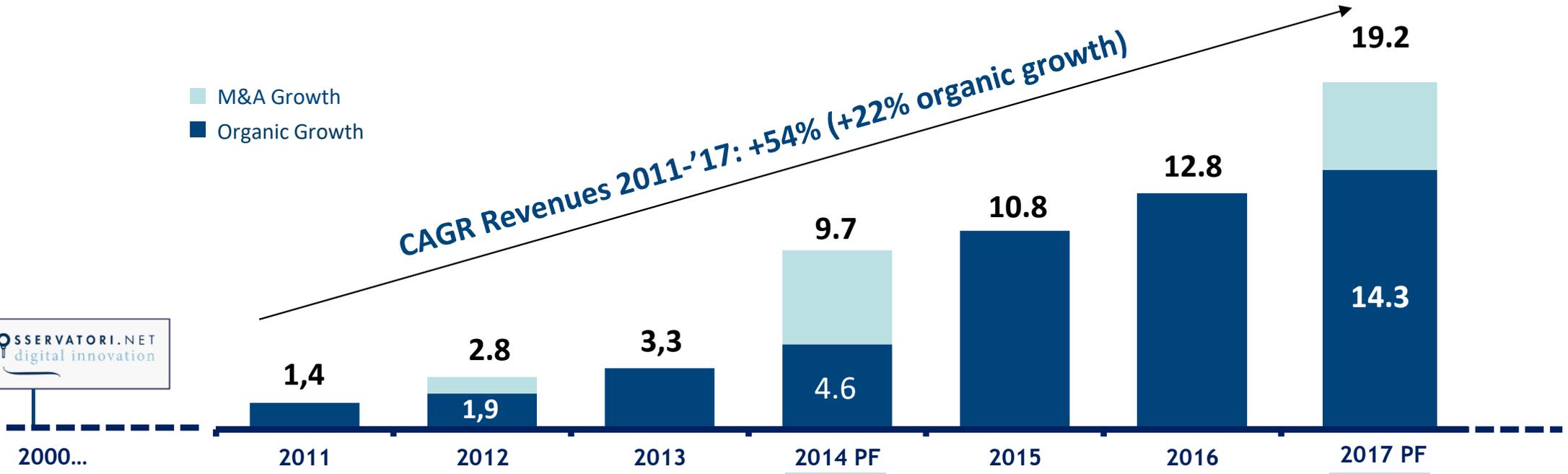


Strategic Directions 1 - Growth through M&A

■ M&A Growth
■ Organic Growth

CAGR Revenues 2011-'17: +54% (+22% organic growth)

SSERVATORI.NET
digital innovation



CORCOM

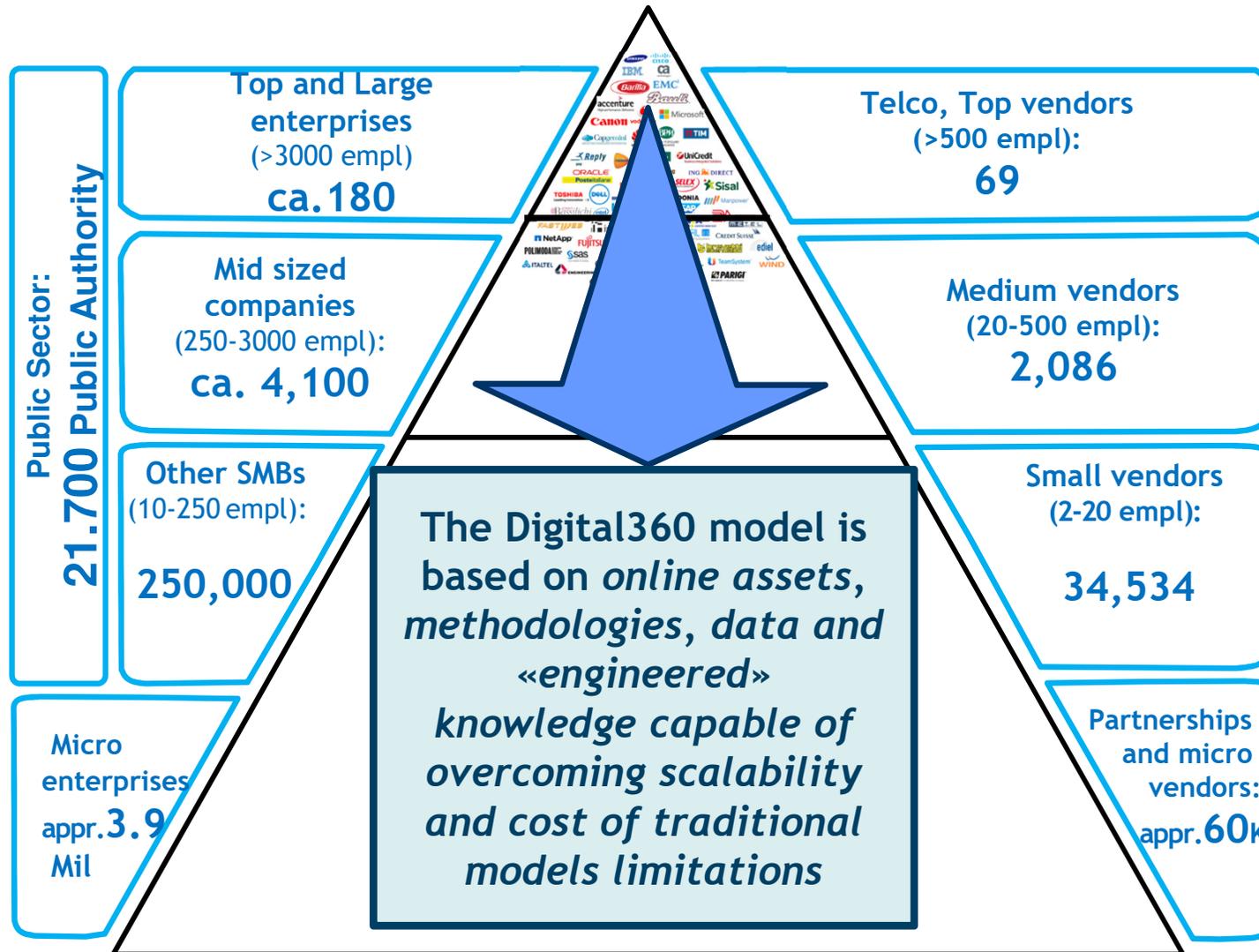
FPA
DIGITAL360
ZeroUno
Startup business
ISL Consulting
LEVEL MARKETING

ServicePro
business Marketing & Events
EFFETTO DOMINO
IQ Consulting



Strategic Directions 3 - The “engine” and scalability towards SMEs

The market in figures



Digital Innovation Offer

ICT Vendor

Telco

Software House
System Integrator

Software & Hardware Reseller

Cloud Provider

Online Marketing Service Provider

New Media Agency

eCommerce Service Provider

Startup

[...]

Over 90,000 Tech Companies

Digital Innovation Demand

Large enterprises

SMB

Micro enterprises

Independent Professionals

Public Sector Authorities

[...]

Over 4 Million Tech Buyers

Strategic Actions in 1H 2018

- 1 M&As: acquisition of majority interests in three companies** (Effettodomino Srl, IQConsulting Srl and Servicepro Srl). The acquisitions strengthen Digital360's skills and positioning on the market in a number of strategic areas: **marketing automation** and **inbound marketing; industry 4.0; complex events** and **lead generation**
- 2 Development of new portals** - CyberSecurity360, Industry4Business, Digital360Hub - and **renewal of a number of existing portals** - Digital4, EconomyUp and the related vertical channels
Investments in new Advisory practices - Information & Cyber Security, Blockchain, Data Protection Officer (DPO) - as well as **engineering of various advisory services** with the development of the relative software
- 3 Greater strategic focus towards “as a service” packaged solutions, with recurrent revenues** enabled by the “engine approach” (e.g.: Digital360Hub portal, Data Protection Officer practice)



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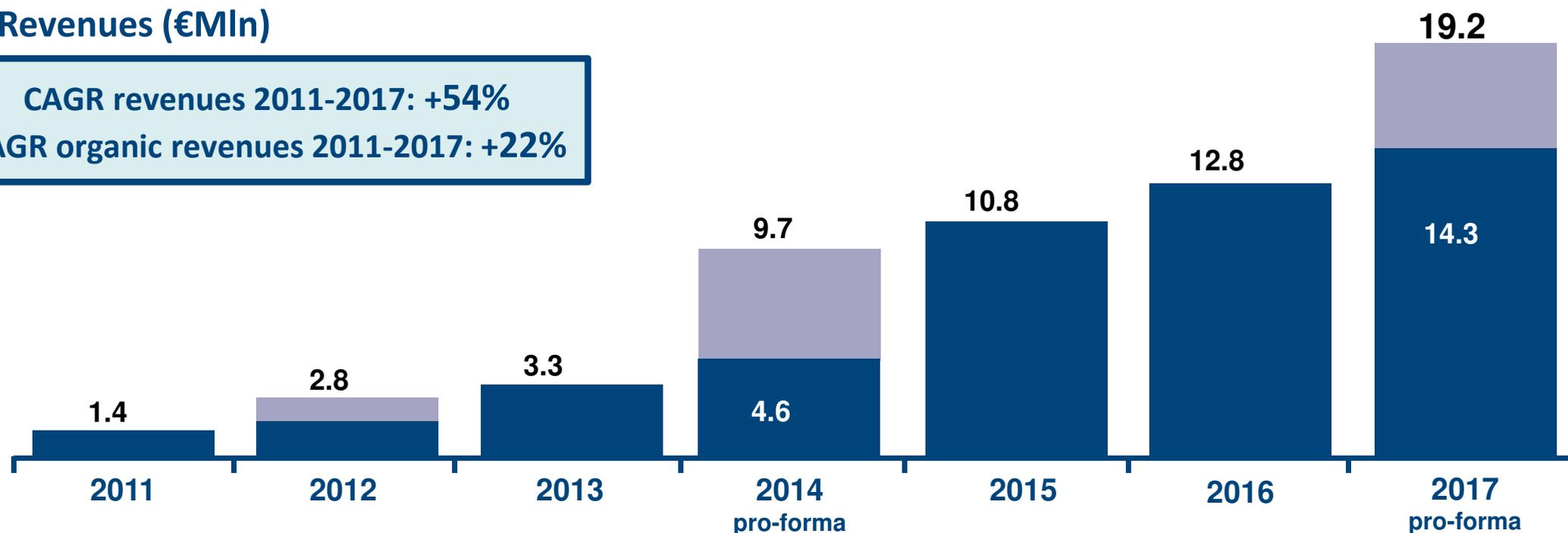


Revenues and EBITDA Growth

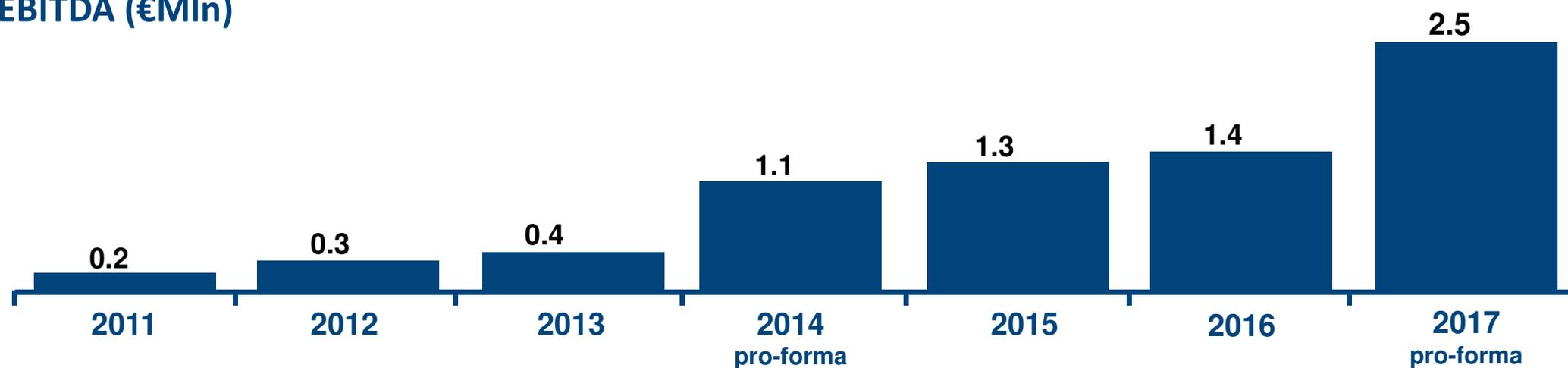
Revenues (€Mln)

CAGR revenues 2011-2017: +54%

CAGR organic revenues 2011-2017: +22%



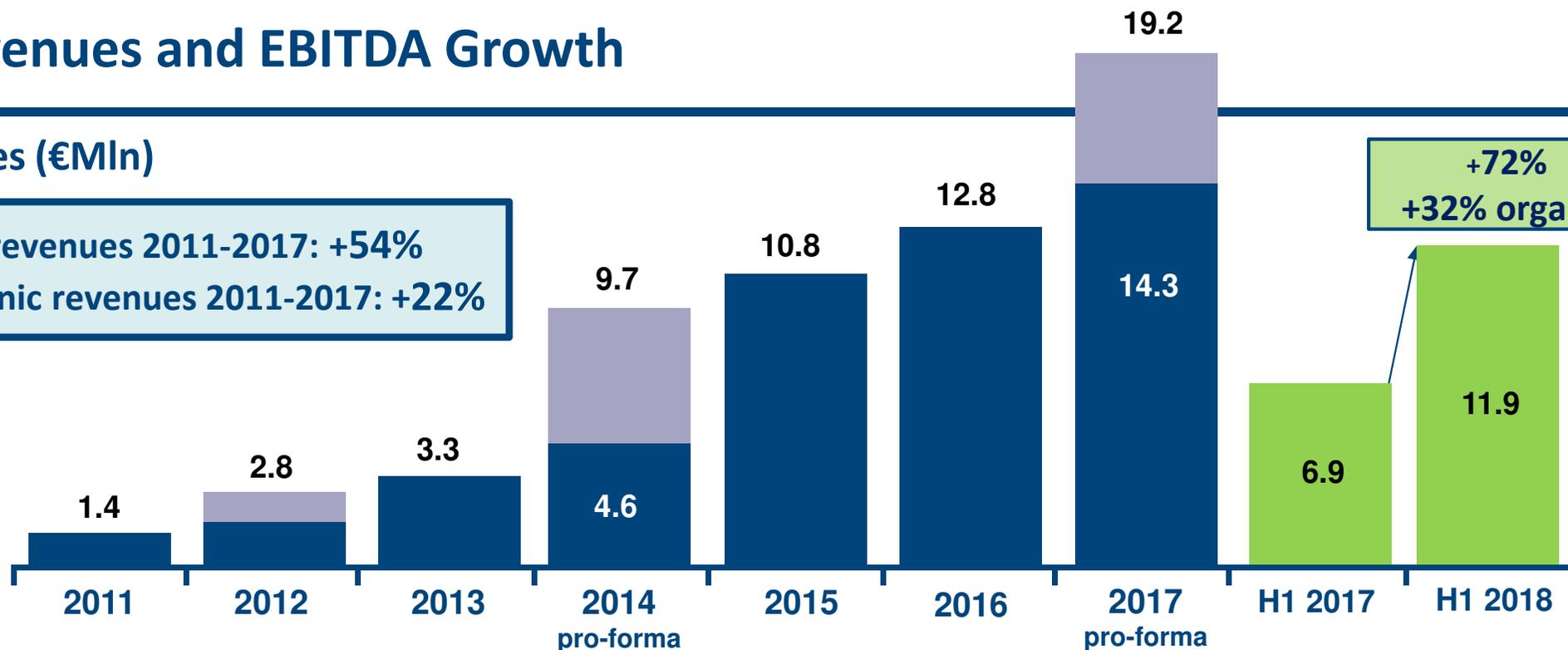
EBITDA (€Mln)



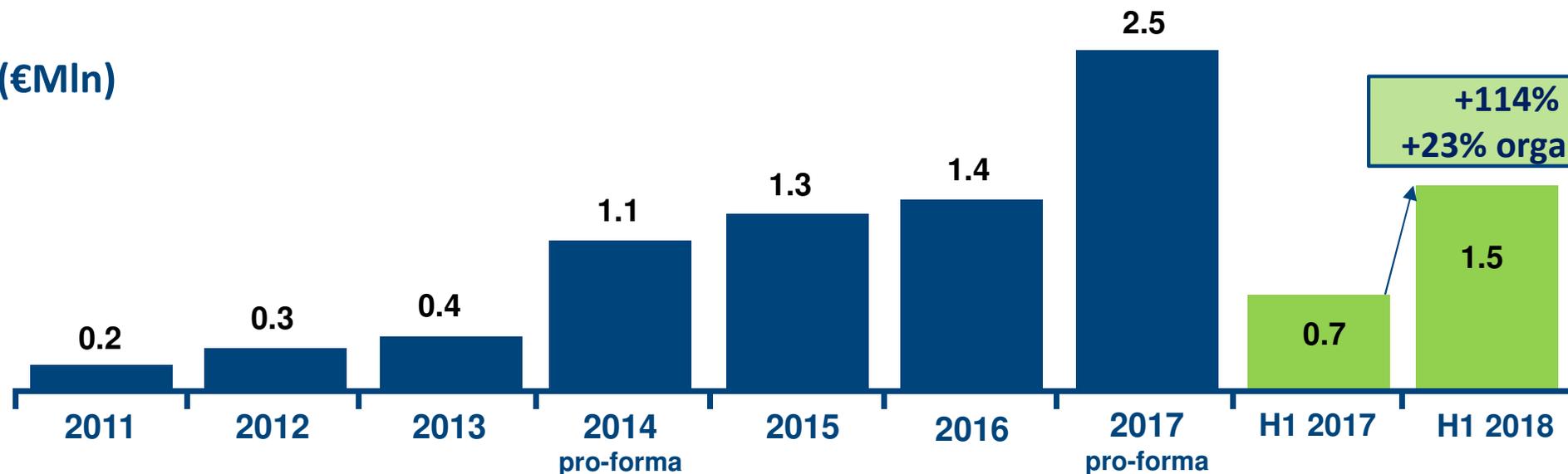
Revenues and EBITDA Growth

Revenues (€Mln)

CAGR revenues 2011-2017: +54%
CAGR organic revenues 2011-2017: +22%



EBITDA (€Mln)



Financials: Income statement

Operating Results	30.06.17	30.06.18	Δ 18-17
mln euro			
Total Revenues	6,9	11,9	72%
EBITDA	0,7	1,5	114%
% Ebitda / Revenues	10,1%	12,6%	
EBIT	0,1	0,5	467%
% Ebit / Revenues	1,3%	4,3%	
EBIT adjusted (*)	0,3	0,9	184%
% Ebit adjusted / Revenues	4,5%	7,5%	
Net Profit	-0,1	0,04	139%
% Net Profit / Revenues	-1,6%	0,4%	
Net Profit adjusted (*)	0,1	0,42	273%
% Net Profit adjusted / Revenues	1,6%	3,6%	

Growth of both business areas in which the Group operates (+106% Advisory, +57% DemGen)
Consistent growth also on an equivalent consolidation area (+ 32%).

Improves both in absolute terms as well as in % of Revenues.
Increase in EBITDA also on an equivalent consolidation area (+ 23%)

(*) "Adjusted" values: obtained by adjusting the results to take into account the amortisation/depreciation of consolidation differences



Financials: Financial Statement

Financial Statement	31.12.2017	30.06.18	Variation
mln euro			
Fixed Assets			
<i>Tangible Assets</i>	0,1	0,5	0,4
<i>Consolidation Differences</i>	3,4	5,8	2,5
<i>Other Intangible Assets</i>	3,4	3,7	0,3
<i>Financial Assets</i>	0,2	0,1	0,0
Total Fixed Assets A	7,1	10,3	3,2
Operating Working Capital			
<i>Receivable</i>	5,2	9,4	4,2
<i>Payable</i>	-2,0	-3,9	-1,9
<i>Other Short Term Item</i>	0,8	-2,5	-3,3
Total Operating Working Capital B	4,0	3,0	-1,0
Net Capital Employed A+B	11,1	13,3	2,2
Sources of Funding			
<i>Shareholders' Equity</i>	7,8	9,0	1,2
<i>Net Financial Position</i>	2,6	3,5	0,9
<i>Other Funds</i>	0,7	0,9	0,2
Total Sources of Funding	11,1	13,3	2,2

The increase is attributable to the inclusion of the acquired companies in the scope of consolidation

The increase is attributable to the new acquisitions

The increase is the result of investments in fixed assets (technological platforms, new portals, new practices, etc.) made during the period

The change was due to (i) changes to the scope of consolidation, (ii) tax optimisations and (iii) the increase in payables to Vendor Loans

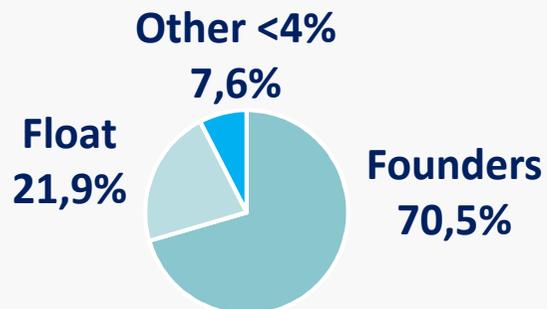
Largely attributable to the capital increase (Euro 900k, part of the M&A transactions)

The change reflects in large part the use of investments and acquisitions made during the period



Stock Information

SHAREHOLDERS



IPO DATA

IPO DATE	13.06.2017	IPO MARKET CAP	17,7M Eur
IPO PRICE	1.15 Eur	CURRENT MARKET CAP	20,3M Eur
18 Oct 2018 PRICE	1.26 Eur		

PRICE & VOLUMES SINCE IPO

IPO PRICE



DIGITAL 360 | Group

Andrea Rangone, CEO Digital360

London, 22 October 2018

Contacts

Emilio Adinolfi - Investor Relations

ir@digital360.it

