

Press Release

DIGITAL360: THE GROWTH IN RECURSIVE REVENUES FOR SUBSCRIPTION SERVICES CONTINUES (DIGITAL AS-A-SERVICE)

Recursive annual revenues have reached a value of 6.2 million euro as at 31 October, with a 44% increase compared with 31 December 2019, and are about to close with an extremely positive result for the year 2020

Milan, 17 November 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 periodic report on the performance of the active contracts entered into, announces that as at 31 October 2020 the annual recurring revenues from subscription services (called "Digital As-A-Service") amount to approx. 6.2 million euro on a consolidated level, up 44% compared with the end of 2019, when their value was 4.3 million euros. A total of 205 customers have purchased these services, an increase of 80% compared with 31 December 2019.

The best-selling subscription service was the one called "*Digital Marketing & Sales Engine*", which numbered 87 customers at 31 October (+ 30% compared with 67 customers at 31 December 2019), with an annual value of almost 3.8 million euro (+ 25% compared with the end of 2019). This service, provided by subscription to B2b companies, allows the integrated management of all digital marketing activities and the generation of commercial opportunities: 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.

This is followed, among the best-selling subscription services, by the advisory services called "*Data Protection Officer (DPO) As A Service*" and the "*Chief Information Security Officer (CISO) As A Service*", which allow companies to "outsource" the complete management of the activities related to personal data protection (GDPR) and IT security to DIGITAL360. Once again, DIGITAL360 provides clients with a multidisciplinary team (made up of experts in regulations, processes, organisation and technology) which works in close contact with the company's top management. Overall, "*Advisory As A Service*" subscription services are currently provided to 118 clients, up 160% compared with the end of 2019 and with an annual contract value of around 2.4 million euro.

New subscription services have also recently been launched on the market, including: the *IT Sourcing Manager As A Service*, i.e. the service which supports customers in managing the entire lifecycle of contracts relating to IT solutions and services; the *Inside Sales As A Service*, that is, a figure which specialises in transforming leads generated online into business appointments.

"The results obtained in these first ten months of the year are particularly satisfactory. They testify to the effectiveness of our innovative offer, designed specifically for small and medium-sized enterprises, which, even more so during a difficult and uncertain context like this one, have to tackle digital transformation without having the specialist skills to do so - says Raffaello Balocco, CEO of DIGITAL360 -. These services provide a highly scalable

business model and, above all, are able to generate recurring revenues, with important benefits for the Group's economic and financial performance as already demonstrated during the first half of this year.”

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 modernization of our country. For more information: www.digital360.it

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