

Press Release

**DIGITAL360 EXTENDS THE RANGE OF SUBSCRIPTION-BASED DIGITAL MARKETING & SALES SERVICES TO ALL B2B SECTORS**

Milan, 14 January 2021 - **DIGITAL360 S.p.A.**, a company listed on AIM Italia, organised and managed by Borsa Italiana S.p.A., announces the extension of its "Digital Marketing & Sales Engine", a subscription-based offering of innovative digital marketing and lead generation services, to B2b companies in all sectors.

After the positive results obtained with the offer expressly dedicated to tech companies, which numbers 95 active clients as at 31 December 2020 for a value of 4.1 million euro of annual recursive revenues with a growth of 37% compared to the end of 2019, with this new package of services DIGITAL360 intends to seize a new and extremely relevant trend for the world of B2b companies, accelerated in this period by the effects of the pandemic and by the succession of lockdowns and forced smart working: that of using digital technologies to reach their market more effectively on an on-going basis, while generating brand awareness and new business opportunities.

The market for digital technologies in support of marketing and sales is already significant worldwide at over €120 billion euro, with double-digit growth rates. In Italy too, a recent research<sup>1</sup> shows that, in addition to the growth already underway, more than one company out of 4 is planning to implement or enhance advanced Marketing Automation solutions, which are essential to enable digital marketing and lead generation services.

With the Digital Marketing & Sales Engine, DIGITAL360 positions itself as a strategic partner for B2B companies, providing a multi-disciplinary team of experts in content, digital communication, SEO, social media, marketing automation and lead generation which operates as an "extension" of the client's marketing department, enabling them to strengthen their positioning and brand awareness, while generating business opportunities quickly and continuously over time with a strategy based on the company's proprietary assets, such as blogs, online positioning and user communities.

Specifically, the proposed approach on the one hand provides support for corporate marketing with integrated actions of storytelling, social media marketing and SEO positioning on vertical networks, promoting content of interest to the target audience on sector publications, social media, advertising and proprietary channels of the company, on the other generates profiled contacts and sales opportunities, by leveraging on "gated" content accessible to users through registration (such as white papers, reports, webinars, etc.) and on Marketing Automation.

*"After our success among tech companies, which are typically SMEs that provide technology services, we are now taking our Digital Marketing & Sales Engine outside the ICT sector, to tap into a market with great potential made up of all companies operating in B2B sectors - says **Raffaello Balocco**, CEO of DIGITAL360 -.*

---

<sup>1</sup> Source: Multichannel Observatory Politecnico di Milano

*The aim is to support companies engaged in digital transformation, helping them to radically innovate their approach to digital marketing and the online generation of new business opportunities, through a subscription-based offer that integrates the consultancy component with the technological one".*

This press release is available on the Company's website at the following address [www.digital360.it](http://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 companies in their communication, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations which want to undertake any kind of digital transformation. 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](http://www.digital360.it)

## **Contacts**

### **Investor relations**

Emilio Adinolfi

Email: [emilio.adinolfi@digital360.it](mailto:emilio.adinolfi@digital360.it)

Phone: +39 0292852801

### **DIGITAL360 Press Office: d'i comunicazione**

Piero Orlando

Email: [po@dicomunicazione.it](mailto:po@dicomunicazione.it)

Phone: +39 3351753472

### **Nominated Adviser and Specialist**

CFO SIM S.p.A.

Email: [ecm@cfosim.com](mailto:ecm@cfosim.com)

Phone: +39 02303431

This press release has been prepared for informational purposes only and does not constitute a public offer or an invitation to subscribe to or to purchase financial instruments in Italy or in any other country where such offer or solicitation would be subject to restrictions or the approval of local authorities or otherwise prohibited by law. This press release may not be published, distributed or broadcast in the United States, Canada, Australia or Japan. The securities referred to in this press release may not be offered or sold in Italy or in the United States, or in any other jurisdiction without registration pursuant to the applicable provisions or an exemption from the obligation to register in accordance with the applicable provisions. The securities mentioned in this press release have not been and shall not be registered under the US Securities Act of 1933 or pursuant to the applicable provisions in force in Italy, Australia, Canada, Japan or any other jurisdiction. There will be no public offering of the Company's shares in Italy or in the United States, Australia, Canada or Japan or anywhere else.