

**Press release**

**THE DIGITAL360 NETWORK IS GROWING: ESG360.IT, THE PORTAL DEDICATED TO SUSTAINABLE INNOVATION, IS BORN**

*The DIGITAL360 Group launches a new portal dedicated to ESG (Environmental, Social, Governance) issues.*

Milan, 24 January 2021 - **DIGITAL360 S.p.A.**, a company listed on the AIM Italia market - Mercato Alternativo del Capitale, organised and managed by Borsa Italiana S.p.A. ("DIGITAL360" or "Company"), announces the birth of **ESG360.it**, the first portal dedicated to information, training and updating in the ESG (Environmental, Social and Governance) field, which addresses the issues of sustainable innovation and of the ESG (Environmental, Social, Governance) strategies of companies and investors.

ESG is a topic of growing interest, as demonstrated by the GfK Sustainability survey, according to which 59% of Italian consumers is convinced that companies and brands cannot escape the need for a more responsible behaviour in environmental terms (source: GfK Sustainability). According to Morgan Stanley, from the point of view of the world of finance, global investors interested in "responsible" investments have grown from 71% in 2015 to 85% in 2019, while the Covid-19 crisis has created greater interest in the ESG world for 55% of investors. From being an issue limited to large organisations, ESG is gradually affecting smaller companies, SMEs, of which the Italian economic-productive fabric is particularly rich.

ESG360.it, the news media directed by Mauro Bellini, offers news, research, expert and operator surveys, market analysis and in-depth analysis on indices, ratings, regulations, tax benefits, incentives, obligations and compliance needs in the ESG field, as well as case histories and the presentations of solutions in order to offer constant support to companies and operators. It will be complemented by a weekly newsletter, dissemination activities on the main social networks, a line-up of podcasts and a series of webinars, with the ultimate aim of providing a comprehensive package of information, updating and training services.

The portal will also pay great attention to the prospects, projects and initiatives that are opening up thanks, on the one hand, to the *Next Generation EU Plan* - which strongly pushes for an improvement in social and environmental impact - and, on the other, to the *European Commission's long-term budget* - which plans to devote 50% of resources to modernisation, research, digital transition and 30% to climate change management.

ESG360.it is the latest addition to the Digital360 Network of portals, web channels and newsletters, which globally has 56 digital assets, attracting a monthly average of 2.6 million single visitors in 2020, up 74% compared to 2019. Overall, during the year the group's publications published over 16,000 articles on digital transformation and hi-tech entrepreneurship, with 70 million page views and more than 46,000 keywords on the front page of Google and 247,000 followers/fans on social networks, plus another 220,000 fans/followers of the Network's key people. In addition, a total of more than 2,200 white papers was published with a total of 37,000 downloads.

The latest addition to the DIGITAL360 network is a portal with a strong multidisciplinary vocation involving different areas of the Group, from editorial to consultancy, in order to provide readers and businesses with a 360-degree view of the ESG phenomenon - says Raffaello Balocco, CEO of DIGITAL360. ESG360.it responds to the growing demand from companies and managers for information and training on sustainability, be it environmental, social, or economic, without neglecting, in line with our mission, the impact of the digital world on these issues".

The portal is available at [www.esg360.it](http://www.esg360.it)



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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 both technological and non-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](http://www.digital360.it).

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