

Press Release

DIGITAL360 FINALISES THE ACQUISITION OF THE ONLINE NEWS MEDIA INNOVATION POST

Milan, 15 March 2021 - **DIGITAL360 S.p.A.**, a company listed on the AIM Italia market, organised and managed by Borsa Italiana S.p.A., announces that on March 12th it acquired a 90% stake of the share capital of Innovation Post S.r.l. ("IP S.r.l.") from Franco Canna, of which it already owned 10%, thus bringing its holding to the total of all the shares.

The price for the sale of the shares representing 90% of the share capital of IP S.r.l. was established as a total of Euro 180,000 (one hundred and eighty thousand euro) ("Price") to be paid, in cash, by DIGITAL360 in favour of Franco Canna in two equal instalments: the first already paid at the closing, the second to be paid by 30th June 2022.

IP S.r.l. is the owner of www.innovationpost.it, a leading online information news media dedicated to policies and technologies for digital innovation in the manufacturing sector. With this acquisition DIGITAL360 strengthens its online positioning and its services in the **Industry 4.0** market. In particular, the acquisition will allow the Group to strengthen the offer of its "Digital Marketing & Sales Engine" recurring subscription services also to the machinery, robots, machine tools and industrial automation systems manufacturing sector, in line with the strategy already undertaken to develop these innovative services outside the digital technology sector.

The signed Investment Agreement also provides for Franco Canna being appointed Chief Editor of the News Media until 31st December 2025.

"The integration of Innovation Post into DIGITAL360 allows the Group to complete the offer of contents and services in the Industry 4.0 field, a rapidly growing market with enormous potential in a country, Italy, which represents the second European manufacturing power - says **Raffaello Balocco**, CEO of Digital360 -. In this context, the combination of different enabling technologies can help companies to improve their competitiveness and resilience. Nowadays, digital innovation in the factory must be addressed in a holistic manner, with convergence between two great innovation paths: that of digital transformation and that of innovation in production systems".

"In recent years, Innovation Post has responded promptly and comprehensively to the information needs of a rapidly evolving world such as the manufacturing one. Its innovative format has combined news on technological trends with insights into other no less important aspects such as training, skills and tax tools to support innovation. The entry into the DIGITAL360 group is an important step for the growth of this project, which I am proud to continue to manage by making the most of the important synergies with the other news media of the network and of the strength of the group" - says **Franco Canna**, Managing Director of Innovation Post.



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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