

Press release

DIGITAL360 RANKS FIRST AMONG HUBSPOT'S NEW EMEA PARTNERS

Digital360 has the highest monthly recurring revenue in Europe among companies that have used the marketing automation and CRM platform over the 2018-2019 two-year period

Milan, 30 January 2020 – **Digital360 S.p.A.** (“**Digital360**”), a company listed on the AIM Italia - Mercato Alternativo del Capitale market, organised and managed by Borsa Italiana S.p.A. (“AIM Italia”), ranked first in Europe in the “Rookie of the Year 2019” category among **HubSpot** partners, US technology firm listed on the NYSE that provides one of the leading marketing automation and CRM platforms worldwide.

HubSpot has published the rankings based on the performance of all its global partners and Digital360 ranked first in the EMEA region among companies that were part of the HubSpot Agency Partner Program between April 1, 2018 and December 31, 2019, with the highest *Monthly Recurring Revenue*.

The HubSpot platform is a technological component at the base of the “Marketing & Sales Engine”, the *As-A-Service* offer of marketing and lead generation services designed to enhance online positioning and the generation of business opportunities for B2B companies.

“This result makes us proud and demonstrates the success of the Marketing & Sales Engine – affirms Andrea Rangone, CEO of Digital360 –, our innovative offer of fee-based and recursive marketing and lead generation services, on which we have developed 70 projects that generate on annual turnover of Euro 3.5 million. In 2020, we aim to consolidate the model with which we experimented over these first few years on tech companies and extend the offer to other sectors”.

This press release is available on the Company website at 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 modernisation of our country. For more information: www.digital360.it

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