

Press release

DIGITAL360 LAUNCHES THE 360DIGITALSKILL SMART LEARNING PLATFORM

Milan, 26 March 2020 – At a time when the ongoing health emergency is forcing companies and workers to adopt a complete smart working model and a rapid “digital immersion”, **Digital360 S.p.A.**, a company listed on the AIM Italia - Mercato Alternativo del Capitale market, organised and managed by Borsa Italiana S.p.A., launches **360DigitalSkill**, a smart online learning platform aimed at companies, as well as at their employees and collaborators to increase their digital sensitivity in a comprehensive way.

The aim of **360DigitalSkill** is to develop the digital literacy of the entire corporate population, raising awareness on all aspects related to the ongoing digital transformation (Smart Working, Artificial Intelligence, Open Innovation, Blockchain, Digital Marketing, GDPR, Cyber Security, etc.) and helping to build a more innovation and change-oriented mentality.

360DigitalSkill enables companies to develop *continuous learning* programs based on a flexible and personalised approach, relying on video courses, multimedia content, as well as constant updates thanks to news feeds and video interviews with industry executives and experts. All content is available on the www.360digitalskill.it portal and can be accessed at any time and from any device.

Given the unprecedented emergency we are currently experiencing, the **360DigitalSkill** platform represents an extremely current and relevant tool with strong potential for use. The variety of content available focuses on advice to deal with the emergency, from a video course that offers practical tips on implementing a Smart Working model, to a course that provides answers to questions on prevention measures for health and safety at work, following the indications of the authorities to contain the infection, with the obligations of employers regarding training, privacy and corporate data security.

Businesses can subscribe to **360DigitalSkill** on an annual basis, benefiting from content that is constantly expanded and updated. Thanks to this approach, the platform becomes a scalable tool designed to ensure awareness and the continuous updating of employees and collaborators on all issues relating to the digital transformation, with limited investments proportional to the size of the company.

The revenues deriving from the platform will help further boost the Group’s subscription sales, whose offer is thus further enriched and diversified.

For information: <https://www.360digitalskill.it/>

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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