

Press release

DIGITAL360 ENTERS INTO A STRATEGIC AGREEMENT WITH BEACONFORCE ITALIA FOR HR ADVISORY SERVICES

Through P4I-Partners4Innovation, a joint offer to enhance employee engagement

Milan, 20 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”), through its subsidiary **P4I-Partners4Innovation**, has entered into a strategic agreement with **Beaconforce Italia**, company that supplies the software platform with the same name, designed to support the collection, measurement and interpretation of data relating to employee engagement.

The agreement is aimed at developing a joint advisory and coaching offer, focused on supporting Italian companies in a process of measurement and improvement of the state of motivation and *engagement* of their employees. Today, Digital360 is thus able to provide the market with a unique solution that integrates HR consultancy and coaching services, with a software platform designed to facilitate the innovative monitoring and improvement of employee engagement. With this approach, the Group intends to take a further step towards the development of a more innovative and accessible advisory offer, thanks to the use of digital technological platforms and to recursive and fee-based services that support customers by providing them with valuable data to help improve the organisation.

As demonstrated by the research conducted by the HR Innovation Practice Observatory of the Politecnico di Milano, employee engagement is one of the critical success factors and one of the main challenges for organisations engaged in digital transformation. What's more, the research shows that better engaged workers are more productive, open to change and willing to put themselves on the line. Traditional systems for the assessment of engagement based on the provision of static research and analysis allow us to interpret the past, but not to predict future phenomena in order to adopt the necessary measures.

The use of Beaconforce as part of a coaching strategy, on the other hand, allows managers and HR Departments to obtain timely and valuable information, thanks to a platform that combines Artificial Intelligence and behavioural science to detect and interpret the level of engagement of each employee, collecting data for the evaluation of the organisational climate and general well-being, in turn facilitating the development and evaluation of improvement actions.

Leveraging its experience in the innovation of HR services, in the introduction of new ways of working and in leadership models enabled by the latest technologies, thanks to the Beaconforce platform, Partners4Innovation can now offer corporate organisations of all types – regardless of their size, corporate structure, business sector and territorial reach – an innovative fee-based approach for assessing the levels of involvement of resources, enhancing their ability to read data, develop predictive analyses and taking appropriate actions to improve the organisation.

“The agreement with Beaconforce is part of P4I-Partners4Innovation’s strategy aimed at creating an ecosystem of services and applications for the innovation of leadership models and the management of human capital, within a broader advisory strategy based on fee-based, recursive services increasingly focused on the latest digital technologies – explains Gabriele Faggioli, CEO of P4I-Partners4Innovation –. Enabled by the Beaconforce software platform, P4I-Partners4Innovation’s advisory and coaching services will further contribute to innovating HR services, allowing them to evolve towards a more digital, data-driven and personalised approach”.

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

Investor relations:

Emilio Adinolfi emilio.adinolfi@digital360.it phone +39 0292852801

DIGITAL360 Press Office: [d'i comunicazione](mailto:d'i@dicomunicazione.it)
Piero Orlando po@dicomunicazione.it mobile +39 3351753472

Nominated Adviser and Specialist: CFO SIM S.p.A. ecm@cfosim.com, phone +39 02303431

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