

Press release

DIGITAL360, RECORD NUMBER OF NETWORK VISITORS AND INCREASE IN DIGITAL EVENTS

4.5 million unique visitors to the Network 360 portals in April 2020 (+219%)
Over 60 digital events organised for customers in the first quarter of 2020 (+ 200%)

Milan, 05 May 2020 – **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., announces a new record number of visitors reached by its Network, consisting of 56 digital assets made up of websites, portals, web channels and newsletters, which in April 2020 benefited from over 4.5 million unique visitors, marking a +219% increase compared to March 2019 (after the +189% already achieved in March). It also announces a significant number of digital events organised for its customers in the first quarter of 2020, during which more than 60 appointments were held, compared to the 20 organised in the same period of 2019, marking a 200% growth.

Today, Digital360 Network represents the largest network in Italy of B2B newspapers and portals dedicated to digital transformation and entrepreneurial innovation, aimed at an audience of managers, professionals, policy makers, politicians, tech companies and start-ups. Among the topics that attracted the greatest interest in April 2020, we highlight those related to the use of digital tools for business activities during the emergency and those to better manage the restart during phase 2, such as smart working, remote production machinery management/control, operational and financial risk management tools.

There are many formats used by Digital360 for the digital customer events organised: from one-hour webinars, with an average of more than 150 participants with a 100% increase compared to 2019, to complex and articulated events lasting several hours, with dozens of lecturers and speakers connected from all over the world, thousands of participants and, in some cases, even with the possibility of carrying out "virtual visits" to locations of interest.

“This outcome is the result of the investments made in past years, together with the choice made in recent months to make information and services available to our community in order to deal with the emergency and the restart - comments **Raffaello Balocco, CEO of Digital360** -. Network360, now an established point of reference for information on digital innovation in Italy and its digital events, useful to transform any physical presence format into its virtual equivalent, are today a growing component of the Group's turnover”.

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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