

Press release

Digital 360: acquisition of a majority stake in Effettodomino, a strategic player in the *Digital Marketing* sector has been concluded.

MILAN, 17 January 2018 – Further to the information communicated to the market in the December 14th, 2017 press release, Digital 360 S.p.A. (“**Digital 360**” or the “**Company**”), company listed on the AIM Italia market – *Mercato Alternativo del Capitale*, set up and managed by Borsa Italiana S.p.A. (“**AIM Italia**”), announces that today, it has completed the acquisition of a 51% stake in Effettodomino S.r.l., company operating in the Digital Marketing and online Lead Generation sectors.

Effettodomino is an innovative digital marketing and lead generation agency that has been operating since 2015 with the aim of supporting companies in the development of marketing and sales processes through digital strategies. Effettodomino is one of the first companies in Italy to specialise in Marketing Automation, the new frontier of digital marketing which, through sophisticated software platforms, enables the management of all online marketing processes leading to the generation of new customers. More specifically, the Marketing Automation platforms make it possible to track web and mobile portal visitors, giving them suggestions relevant to their specific interests as they browse and deliberately directing them towards content and choices to suit their preferences. Marketing Automation is a fast growing market which, according to the *marketsandmarkets* research agency, will be worth \$5.5 billion by 2019. Data from the last Salesforce report shows that, already in 2017, 67% of market-leading companies use a marketing automation platform.

Effettodomino’s entry into the Group enables the expansion and enrichment of the range of online services offered by Digital 360, creating strong synergies without the need for additional investments, driven by the highly complementary nature of mutual assets.

In 2016 Effettodomino reported revenues of €650 thousand, an EBITDA of €35 thousand and, as at 31.12.2016, a positive NFP of approximately €80 thousand.

In accordance with the agreements with the seller, today, Digital 360 made a cash payment of the first *tranche* of the price, in the amount of €250,000, subject to an adjustment in relation to Effettodomino S.r.l.’s NFP and working capital at the closing date. The second tranche will be paid within 12 months from today, on the condition that the business relationship with the seller is not discontinued beforehand.

As provided for in the agreements with the seller, today, the Company and Davide Marasco have signed a Shareholders’ Agreement to set up the *governance* and circulation of investments of Effettodomino S.r.l., as well as the mutual *put&call* options on the remaining shareholding.

Finally, earlier today, Effettodomino S.r.l. held a Shareholders’ Meeting, which passed a resolution regarding the appointment of a new Board of Directors in compliance with the provisions of the Shareholders’ Agreement, as well as a Board of Directors’ Meeting, to approve the appointment of

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Davide Marasco as company CEO.

Digital 360 has been assisted by the legal firm Nctm, represented by Lukas Plattner (*partner*) and Eleonora Sofia Parrocchetti (*associate*).

This press release is available on the Company website at www.digital360.it.

Digital360

Digital360 aims to partner with businesses and public administrations 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 a multichannel platform unique in Italy, referred to as the “*MatchMaking Platform*”, composed of online portals, *white papers*, events, *webinars*, communications and marketing services, lead generation initiatives and *advisory/consulting*. 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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