

PRESS RELEASE

DIGITAL360:

The Shareholders' Meeting approves the proposal to amend the Stock Option Plan

Milan, 28 November 2019 – DIGITAL360 S.p.A. (“**DIGITAL360**” or the “**Company**”), a company listed on the AIM Italia market, announces that today the Company’s Shareholders’ Meeting resolved to approve the proposal to modify the terms and conditions of the DIGITAL360 Stock Option Plan (“**Plan**”).

The approved change stems from the Company’s desire to strengthen, from an organisational point of view, the two Business Units into which the Group is divided, providing for an ad-hoc remuneration plan for the relevant Managers based on the attribution of options, which may be exercised based on conditions other than those initially provided for by the Plan, related to the performance of the security’s average market price.

In particular, the exercising of the options may be linked to the condition of permanence of the Managers with the Company or to the achievement of specific profitability performance targets by the Business Units managed. This change shall only apply to the options not yet exercised to date (for a total of 500,000 options). In addition to strengthening the loyalty and incentive typically closely related to the objectives of the Plan, the change will also make it possible to contain the fixed costs related to the remuneration of specific managerial positions.

All the other characteristics of the Plan remain unchanged, including those relating to the conditions and terms for implementation.

The minutes of the Shareholders’ Meeting will be made available to the public, according to terms and in the manner provided for by the applicable legislation at the Company’s registered office and on the Company's website at www.digital360.it, in the Investor Relations/Shareholders' Meeting section.

Moreover, the Company also announces that the DIGITAL360 Board of Directors met today to approve the new version of the updated Plan Regulations, in light of the changes approved by the Shareholders’ Meeting which met today. The Board of Directors also resolved to assign the remaining 500,000 options that can be exercised in light of the new conditions approved by today's Shareholders’ Meeting.

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

Piero Orlando po@dicomunicazione.it mobile +39 3351753472

Nominated Adviser and Specialist:

CFO SIM S.p.A. ecm@cfosim.com, phone +39 02303431

This press release has been prepared for information purposes only and does not constitute a public offer or an invitation to subscribe to or to purchase financial instruments in Italy or in any other country where such offer or solicitation would be subject to restrictions or the approval of local authorities or otherwise prohibited by law. This press release may not be published, distributed

DIGITAL 360

or broadcast in the United States, Canada, Australia or Japan. The securities referred to in this press release may not be offered or sold in Italy or in the United States, or in any other jurisdiction without registration pursuant to the applicable provisions or an exemption from the obligation to register in accordance with the applicable provisions. The securities mentioned in this press release have not been and shall not be registered under the US Securities Act of 1933 or pursuant to the applicable provisions in force in Italy, Australia, Canada, Japan or any other jurisdiction. There will be no public offering of the Company's shares in Italy or in the United States, Australia, Canada or Japan or anywhere else.