



**DADA GROUP: HALF-YEAR  
FINANCIAL REPORT AT 30  
JUNE 2011**

Registered office: Piazza Annigoni, 9B – Florence, Italy  
Share capital: EUR 2,755,711.73 fully paid-in  
Florence Company Register no. Flo17 - 68727; Chamber of  
Commerce (REA) no. 467460; Tax ID/VAT no. 04628270482



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## CORPORATE OFFICERS

The current Officers of the Dada Group were elected by the General Meeting held on 23 April 2009, for the three-year period 2009-2011.

### BOARD OF DIRECTORS

Alberto Bianchi <sup>1</sup>	Chairman
Barbara Poggiali <sup>2</sup>	CEO
Alberto Bigliardi	Director
Giorgio Cogliati	Director
Alessandro Foti <sup>6</sup>	Director
Claudio Cappon <sup>4</sup>	Director
Lorenzo Lepri <sup>5</sup>	Director
Vincenzo Russi <sup>3</sup>	Director
Salvatore Amato	Director
Monica Alessandra Possa <sup>7</sup>	Director
Matteo Novello	Director
Riccardo Stilli	Director
Danilo Vivarelli <sup>6</sup>	Director
Stanislao Chimenti <sup>8</sup>	Director

<sup>1</sup> On 11 February 2011 Alberto Bianchi, Esq. was co-opted by the Board as a new director following the resignation of Arch. Paolo Barberis and, at the same time, was appointed Chairman of the Company.

<sup>2</sup> Director Barbara Poggiali was named Chief Executive Officer and General Manager by resolution of the Board of Directors on 8 May 2009.

<sup>3</sup> Member of the Internal Control Committee.

<sup>4</sup> Confirmed by the general meeting held on 19 April 2010

<sup>5</sup> Director Lorenzo Lepri was named Chief Corporate Officer and Vice General Manager by resolution of the Board of Directors on 8 May 2009.

<sup>6</sup> Member of the Compensation Committee and Internal Control Committee.

<sup>7</sup> Member of the Compensation Committee.

<sup>8</sup> The Director Stanislao Chimenti was co-opted by the Board on 8 November 2010 after Giorgio Valerio tendered his resignation.

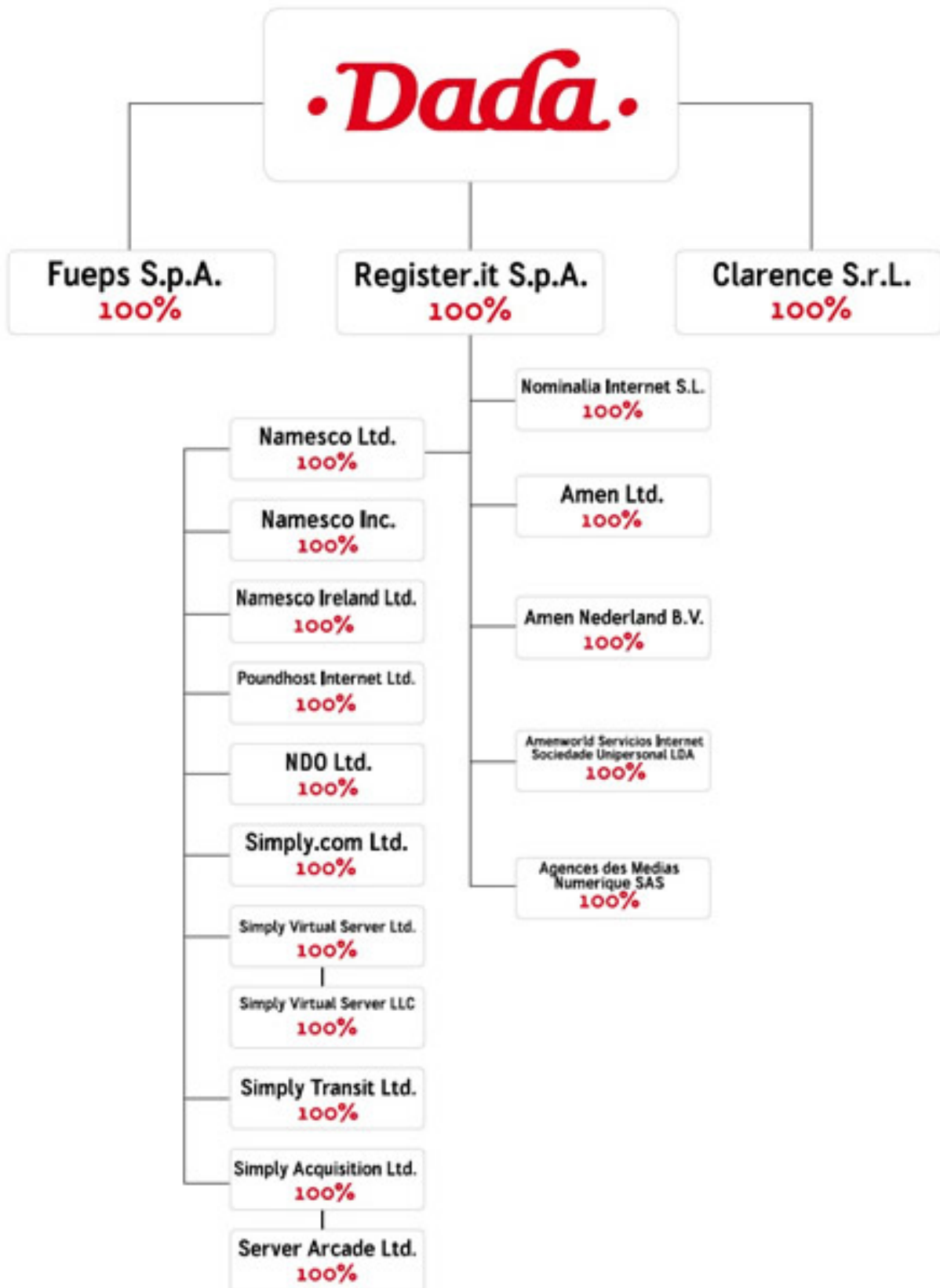
### BOARD OF STATUTORY AUDITORS

Silvio Bianchi Martini	Chairman
Claudio Pastori	Standing auditor
Cesare Piovone Porto Godi	Standing auditor
Michele Galeotti	Alternate auditor
Maria Stefania Sala	Alternate auditor

### EXTERNAL AUDITORS

Ernst & Young

## GROUP STRUCTURE



## DADA GROUP FINANCIAL HIGHLIGHTS

### Consolidated income statement (6 months)

(EUR/million)	1H 2011*	1H 2010*
Revenue	40.2	36.2
EBITDA *	4.1	2.1
Depreciation and amortization	-3.9	-3.8
Non-recurring charges	-2.4	-0.6
EBIT	-2.2	-3.7
Profit/(loss) from discontinued operations	2.3	2.4
Group net profit/(loss)	-2.3	-1.7

### Consolidated income statement (3 months)

(EUR/million)	2Q 2011 *	2Q 2010 *
Revenue	19.2	18.2
EBITDA **	2.1	1.9
Depreciation and amortization	-1.9	-1.9
Non-recurring charges	-1.0	-0.6
EBIT	-0.8	-2.0
Profit/(loss) from discontinued operations	2.8	1.0
Group net profit/(loss)	0.7	-0.4

\* Figures determined pursuant to IFRS 5 relating to discontinued operations

\*\* Gross of impairment losses and other non-recurring items

## Consolidated Statement of Financial Position at 30 June 2011

(EUR/million)	30/06/2011	31/12/2010
Net working capital	-13.2	-10.6
Net capital employed	77.3	104.0
Shareholders' equity	51.8	56.7
Net short-term financial position	-4.3	-22.1
Total net financial position	-25.5	-50.6
Assets/(Liabilities) held for sale	-	3.3
Number of employees	374	569

## DIRECTORS' REPORT

### INTRODUCTION

The Half-Year Financial Report at 30 June 2011 has been prepared in accordance with International Accounting Standard 34 on interim financial reporting and, therefore, does not contain all the information called for in the full year financial statements and should be read along with the annual report for the year ending on 31 December 2010. The Half-Year Financial Report satisfies the provisions of Consob Regulation no. 11971 of 14 May 1999, as amended.

In the first half of the year the entire share capital of Dada.net S.p.A. was sold by Dada S.p.A. to Buongiorno S.p.A..

Based on the sales agreement, signed and announced on 19 April 2011, Buongiorno purchased 100% of Dada.net, active in the VAS, music and digital television businesses. The disposal perimeter (which included the VAS, music and digital television businesses) comprised, in addition to Dada.net S.p.A., its affiliates: Dada Iberia SL, Dada Brasil Servicios de Tecnologia Ltda, Dada Entertainment Inc., Dada Media Science and Technology Development Beijing CO. Ltd, Dada Entertainment Canada Inc. and Play Me LLC, Giglio Group S.p.A. and Youlike S.r.l.. The price was determined as the algebraic sum of: a) €28.5 million; b) Dada.net's consolidated net financial position at the closing. The total financial benefit for Dada reached approximately €32.3 million, thanks also the fact that the Giglio Groups net financial debt, which amounted to €3.8 million at 31 December 2010, was excluded from Dada.net's net financial position at the closing. The agreement also provided for an earn-out of up to a maximum of €2.5 million for Dada in the event the interest in Giglio Group is sold to third parties for a capital gain within the next three years.

On 31 May 2011 the sale of 100% of Dada.net S.p.A.'s share capital to Buongiorno S.p.A. was finalized. Dada received a total of €32,862,000, comprised of: a) the first tranche of the purchase price equal to €27,500,000, €2,750,000 of which will be held in escrow for 12 months to service the usual representations and warranties (the remaining €1 million will be paid once certain conditions precedent have been satisfied and, at any rate, within 24 months of the date of 31 May 2011); b) Dada.net's pro forma net financial position which amounted to a positive €5,362,000 at the closing. This amount, in accordance with the contract, was then confirmed as the definitive NFP on 14 July 2011.

There is also an earn-out of up to a maximum of €2.5 million for Dada in the event the interest in Giglio Group is sold to third parties for a capital gain within the next three years.

Buongiorno will maintain Dada.net's headquarters in Florence, along with the current level of employment, for a period of not less than 18 months from the closing and is committed to optimizing the professional expertise and experience of Dada.net's employees. Please refer to the information circular prepared by the company pursuant to Art. 71 of the Regulations for Issuers published on 15 June 2011.

As a result of this agreement, the Dada.net division is now subject to IFRS 5, "Non-current assets held for sale and discontinued operations." The main effect of applying IFRS 5 is that all of the income statement items relative to the assets held for sale for the period have been grouped on the line "Profit/(loss) from discontinued operations". For more information about the breakdown of this item please refer to Note 15 of this report.



For the sake of comparison, all statement of financial position and income statement items from the previous year have been remeasured and reclassified, as discussed later in this report. Regarding the income statement for the prior year, it was also necessary to apply IFRS 5 to the income statement of E-Box S.r.l., which was sold in February 2011 and not consolidated in the first quarter of 2011.

Assets and liabilities for the previous year are still shown on a continuing operations basis.

This interim financial report reflects the accounting standards in effect at the time it was prepared.

## DADA GROUP PROFILE

Dada S.p.A., listed in the STAR segment of the Milan Stock Exchange (DA.MI), is an international leader in domain and hosting services, and advanced online advertising solutions.

As a result of the events described in the introduction above, the Dada Group now consists of one operating division, **Dada.pro** (professional services for online presence and advertising) along with a corporate services division and a residual division which includes the businesses pertaining to Clarence S.r.l. and Fueps S.p.A..

Pursuant to the agreement signed for the sale of the division, the business pertaining to the Dada.net division has been reclassified pursuant to and in accordance with IFRS 5 under "Non-current assets held for sale and discontinued operations."

### **Dada.pro**

With over 480 thousand business clients and more than 1.7 million domains under management (over 70% of them abroad), Dada.pro is one of the leading names in the registration of Internet domains and the management of online presence for individuals and businesses in Europe. This division includes Register.it, a historical leader in Italy; Nominalia and Namesco, key players in Spain and the U.K., respectively; and the Amen Group, a major presence in France, Spain and Portugal with its own operations in the United Kingdom and the Netherlands.

The online advertising business includes the businesses Simply and Scalable Advertising. Simply ([www.simply.com](http://www.simply.com)) is a pay-for-performance online advertising platform developed entirely in-house, available around the globe, which allows users to plan effective advertising campaigns through marketing tools that select the target and analyze results, and gives website owners the possibility to generate more revenue from the sale of advertising space. Scalable Advertising consists in traffic refining through the trading of key words and research queries on the advertising networks, thanks to the constant fine-tuning of proprietary algorithms and the close relationship with the world's main Ad networks.

The gradual exit from the advertising concession business continued, in line with the steps taken in fourth quarter 2010.

Lastly, the operations of Clarence and Fueps, relating to the creation, management and development of online gaming services, particularly casual gaming, are included in the division "Other".

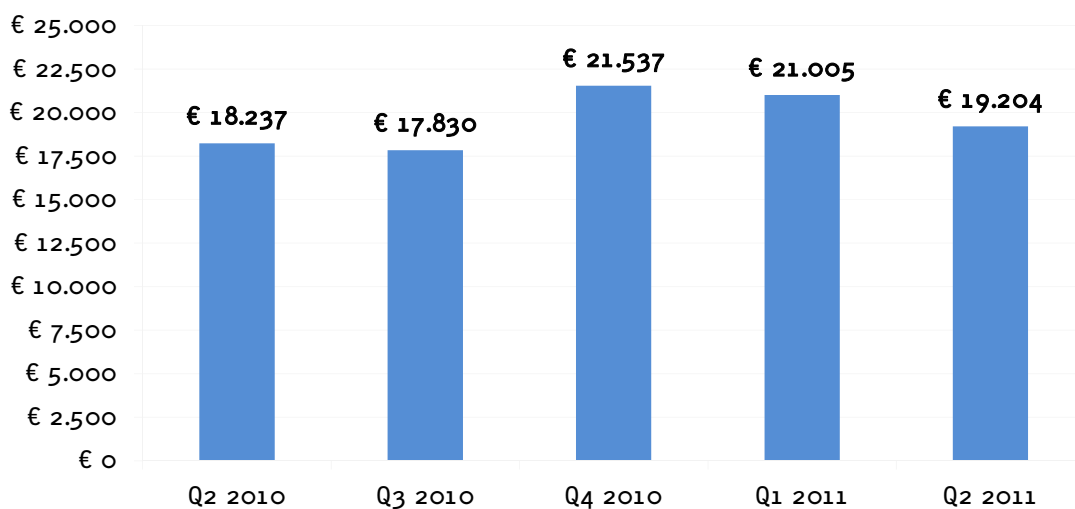
## PERFORMANCE REVIEW

The Dada Group, newly organized as described in the introduction above, closed the first half of 2011 with consolidated revenue of €40.2 million, compared with €36.2 million in the same period 2010, an increase like-for-like of 10%. In the second quarter alone, revenue amounted to €19.2 million versus €18.2 million in the same quarter 2010.

The trend in consolidated revenue is also attributable to the positive contribution made by the Scalable Advertising business.

The following graph presents consolidated revenue for the last five quarters (the figures shown below do not reflect the contribution made by the Dada.net Group in any of the quarters):

### CONSOLIDATED QUARTERLY REVENUE



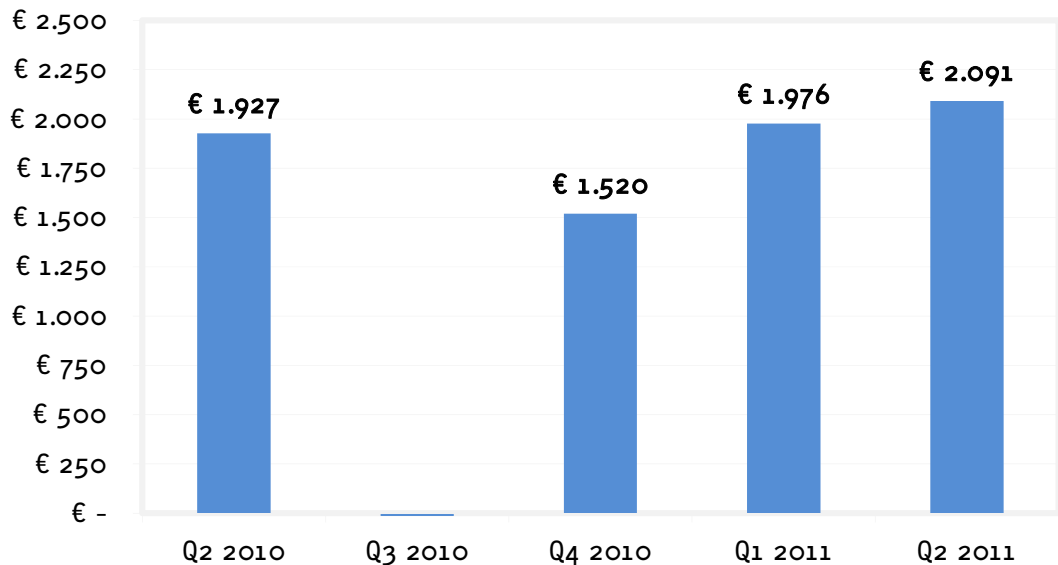
Dada.net would have contributed €12.6 million to consolidated revenue in the quarter (in the months of April and May) versus €20 million in first quarter 2010.

The Dada Group's consolidated EBITDA in first half 2011 (gross of impairment losses and other non-recurring items) came to €4.1 million (10% of consolidated revenue), an improvement of €2 million with respect to the same period 2010. This aggregate was significantly impacted by the extraordinary transaction described above which redefined the Dada Group's scope of consolidation. The contribution to EBITDA would have reached +€2.7 million versus +€3.1 million in first half 2010.

For more information about the trend in EBITDA please refer to the section on the results.

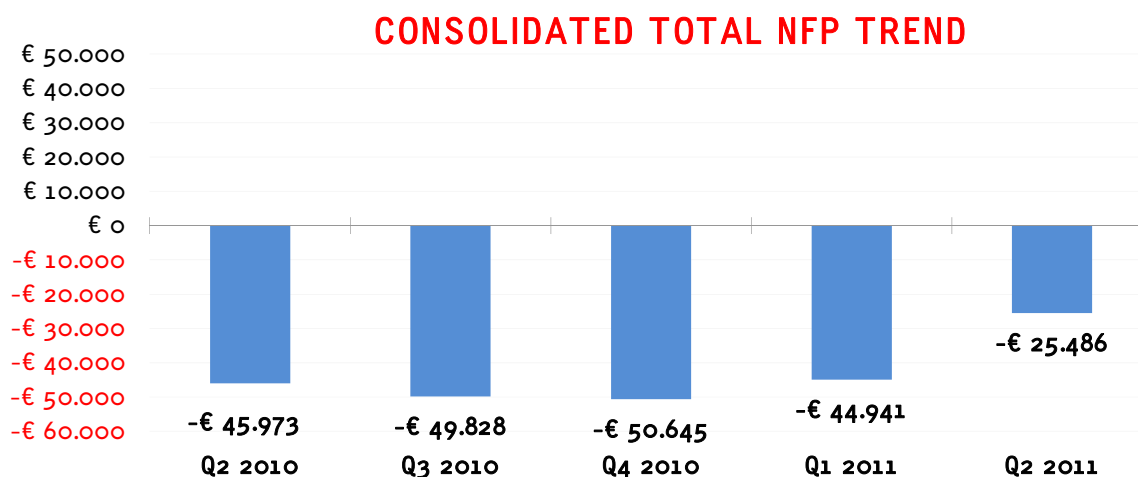
The following graph shows the trend in consolidated EBITDA over the last five quarters (the figures shown below do not reflect the contribution made by the Dada.net Group in any of the quarters):

### CONSOLIDATED QUARTERLY EBITDA



The Dada Group's **total net financial position** at 30 June 2011, which includes funding to be repaid beyond one year is a negative €25.5 million, compared to a negative €50.6 million at 31 December 2010 and a negative €45.9 million at 30 June 2010. Therefore, during the period that just ended net cash (including, therefore, disposal, investments and financial assets) of €25.1 million was generated. The NFP was significantly impacted by the extraordinary transaction described above, as well as by the financial benefit deriving from the sale of E-box Srl, the purchase of 13% of Dada.net from Sony Music and, above all, the disposal of the Dada.net Group. For more information regarding these transactions and the relative financial impact please refer to the introduction and the descriptions provided in this half-year report.

The net financial position at 31 March 2011 and the end of previous quarters is shown below:



## Results

The following tables show the **Dada Group's** key results in first half 2011, compared with the same period in the previous year:

In EUR/000	30 June 11 6 months		30 June 10 6 months	
	Amount	% of total	Amount	% of total
<b>Net revenue</b>	<b>40.209</b>	<b>100%</b>	<b>36.196</b>	<b>100%</b>
Chg. in inventories & inc. in own wk. capitalized	1.768	4%	2.279	6%
Service costs and other operating expenses	-28.146	-70%	-27.624	-76%
Payroll costs	-9.764	-24%	-8.749	-24%
<b>EBITDA</b>	<b>4.067</b>	<b>10%</b>	<b>2.101</b>	<b>6%</b>
Depreciation and amortization	-3.866	-10%	-3.760	-10%
Non-recurring income/(charges)	-1.641	-4%	-199	-1%
Impairment of fixed assets	0	0%	-1.366	-4%
Provisions and impairment losses	-714	-2%	-440	-1%
<b>EBIT</b>	<b>-2.154</b>	<b>-5%</b>	<b>-3.664</b>	<b>-10%</b>

In EUR/ooo	30 June 11 3 months		30 June 10 3 months	
	Amount	% of total	Amount	% of total
<b>Net revenue</b>	<b>19.204</b>	<b>100%</b>	<b>18.238</b>	<b>100%</b>
Chg. in inventories & inc. in own wk. capitalized	913	5%	1.083	6%
Service costs and other operating expenses	-13.060	-68%	-13.762	-75%
Payroll costs	-4.966	-26%	-3.632	-20%
<b>EBITDA</b>	<b>2.091</b>	<b>11%</b>	<b>1.926</b>	<b>11%</b>
Depreciation and amortization	-1.926	-10%	-1.936	-11%
Non-recurring income/(charges)	-205	-1%	-199	-1%
Impairment of fixed assets	0	0%	-1.366	-7%
Provisions and impairment losses	-714	-4%	-440	-2%
<b>EBIT</b>	<b>-754</b>	<b>-4%</b>	<b>-2.015</b>	<b>-11%</b>

The Dada Group's **consolidated revenue** in first half 2011 reached €40.2 million, an increase of 10% with respect to the €36.2 million reported in first half 2010.

This aggregate was clearly impacted by the transaction that resulted in the deconsolidation of the Dada.net operations which would have generated revenue of €30.7 million in the first five months of the year, versus €34.1 million in the same period of the prior year.

### **Business units**

The Group's operations are performed by the **Dada.pro Division and the Corporate Division**. The latter is essentially organized around the parent company Dada S.p.A. and provides services to the subsidiaries (see also the segment reporting section required by IFRS 8).

Please note that the operations of Clarence S.p.A. and Fueps S.p.A., the results for which had a marginal impact on first quarter 2011 due to the gradual exit from these businesses, were recognized under the item "Other".

**The Dada.pro Division** contributed €40.2 million (gross of interdivisional revenue) to the Group's consolidated revenue for first half 2011 compared with €37 million in first half 2010, an increase of 9%.

This result was negatively impacted by the disinvestment in the advertising agency business which generated revenue of €3.2 million in first half 2010.

**The Corporate Division** contributed €2.4 million (gross of interdivisional revenue) to the Group's consolidated revenue for first half 2011 compared with €2.5 million in first half 2010.

With regard to the **geographical breakdown** of the Dada Group's consolidated revenue for first half 2011, 66% was generated abroad versus 50% in first half 2010.

Further information on performance by division is provided later in this report.

The Group's consolidated **EBITDA** in first half 2011 (gross of impairment losses on receivables and other non-recurring items) amounted to **€4.1 million** (10% of consolidated revenue), an increase when compared to the €2.1 million (6% of consolidated revenue) reported in the same period of the prior year. In the prior year margins were impacted by advertising costs incurred to launch Fueps' online gaming activities which were then gradually suspended as of May 2010.

Service costs and other operating expenses amounted to €28.1 million in first half 2011, an increase in absolute terms with respect to the €27.6 million recorded in first half 2010 and a decrease as a percentage of revenue which fell from 76% to 70%. More in detail, there was an increase in payroll expenses which rose from the €8.7 million recorded in first half 2010 to €9.8 million in first half 2011, with the percentage of revenue unchanged at 24%.

The item "Change in inventories and increase in own work capitalized," amounting to €1.8 million in first half 2011 versus €2.3 million in first half 2010 (a drop of 22%), consists of expenses incurred for the development of proprietary platforms needed to launch and operate the services provided by the Dada Group. Of note are the expenses incurred by Dada.pro for the development of the platform used to provide Domain & Hosting services and of the digital advertising platform Simply.

**Consolidated EBIT** for first half 2011 amounted to a **negative €2.2 million** versus a negative €3.7 million in the first half of the prior year, an increase of €1.5 million (+40%).

The figure reflects amortization and depreciation of €3.9 million (10% of consolidated revenue) versus €3.8 million at 30 June 2010 (10% of consolidated revenue). The growth of this item (+3%) is primarily attributable to the investments made by the Group in the period on the development of intangible assets and the acquisition of servers.

In first half 2010 goodwill impairment (related primarily to Fueps) amounted €1.4 million while no impairment was recorded in the period that just ended.

Non-recurring charges in first half 2011 amounted to €1.7 million, in addition to impairment and other provisions of €0.7 million (of which €0.5 million relative to non-recurring charges and €0.2 million to impairment of uncollectible receivables). The non-recurring charges are entirely attributable to severance charges and legal disputes. For a more detailed description please refer to the section "Significant Events". The non-recurring items in the same period 2010 amounted to €0.2 and €0.4 million, respectively.

In second quarter 2011 alone the Dada Group recorded a negative EBIT of €0.8 million versus -€1.4 million (+46%) in first quarter 2011 and -€2 million in second half 2010 (+63%) which were significantly impacted by impairment of fixed assets.

Amortization and depreciation in the second quarter totalled €1.9 million, largely in line with first quarter 2011 and the second quarter of the prior year. Non-recurring charges, impairment and other provisions (excluding impairment of the intangible assets described above) amounted to €0.9 million in the quarter versus €0.6 million in second quarter 2010.

The **Dada Group** closed **first half 2011** with a **consolidated net loss of €2.3 million**, compared to a net loss of €1.7 million in the same period in 2010.

Net financial charges reached €1.8 million in the first half of the year, versus €1.2 million in the same period 2010, an increase of 52%.

This figure reflects financial charges of €2.5 million (€2 million in the same period of 2010) due to: interest owed on the loans obtained for the acquisitions made of €0.9 million (€0.6 million in the same period of the prior year); other bank charges amounting to €0.2 million (versus €0.1 million in the same period in the prior year). The increase in interest owed is largely explained by the higher interest rates recorded in the first half of the year. The net financial position only benefited partially from the sale of Dada.net as the transaction was finalized at the end of May. Please refer to the section on the net financial position found in this report for more information.

Exchange losses in the first six months of 2011 amounted to €0.2 million, versus breakeven in the same period 2010.

The second quarter alone saw net financial charges of €0.9 million, largely in line with first quarter 2011 and up with respect to the €0.5 million recorded in second quarter 2010.

Please note that this aggregate reflects interest owed on loans of €0.5 million (versus €0.3 million in second quarter 2010) and exchange losses of €0.1 million (versus an exchange gain of €0.1 million in the same period 2010).

Tax in first half 2011 totalled -€0.6 million, versus +€0.8 million in the same period 2010.

Breaking down net taxes into current and deferred, current taxes amounted to €0.7 million and were offset by deferred tax assets of approximately €0.1 million (recovery of temporary differences relating to foreign subsidiaries). In the first half of the prior year current tax amounted to €0.4 million, while deferred tax assets of €1.2 million were recognized. Current tax refers primarily to IRAP or regional business tax relative to a few Italian companies and tax for the foreign companies which posted positive pre-tax income. This explains how, even though the consolidated result before taxes was negative, tax was owed in first half 2011.

The Dada Group has accrued fiscal losses totaling €27.2 million, of which €14.5 million can be carried forward indefinitely. Deferred tax assets have been recognized on only a portion of those losses (€10 million), namely those the Group expects to recover in the near-term future.

In the first half of the year there were no minority interests in the net profit following the transactions described in the introduction above; the sale of Ebox Srl, followed by the disposal of the entire Dada.net Division (including Giglio S.p.A.).

Conversely, the net gains/(losses) pertaining to the businesses disposed of during the period, along with the other costs and income falling within this perimeter, were classified under "Profit/(loss) from discontinued operations". More in detail, this figure reached a positive €2.4 million in the period and is explained by:

- for €0.6 million by the net income of the business sold in the half (primarily relating to the results recorded by the Dada.net Division through 31 May 2011);
- for -€0.855 million by the costs incurred (net the tax effect) connected to the extraordinary transaction described in the introduction above;
- for +€3.7 million by the total capital gain generated by the sale of the Dada.net Division and the disposal of E-Box S.r.l., precisely the difference between the consideration received and the net value of the assets/liabilities sold net of the translation reserve released which had a negative impact of approximately €1 million.

For more information please refer to Note 5 of this report.

The comparison figure for first half 2010 amounted to €2.4 million and relates entirely of income pertaining to the Dada.net Division, and marginally to E-box Srl.

The impact of the transaction on the income statement was largely concentrated in the second quarter of the year.

For further information on the breakdown of the assets held for sale please refer to Note 6 of this report.

## Financial position

The net financial position at 30 June 2011 is shown in detail below, with comparative figures at 31 December 2010:

In EUR/000)		FINANCIAL POSITION			
		30-Jun-11	31-Dec-10	DIFFERENCE	
				Tot.	perc.
A	Cash on hand	65	33	32	97%
B	Bank and post office deposits	13,024	6,521	6,503	100%
C	Liquidity (A+B)	13,089	6,554	6,535	100%
D	Time deposits and other receivables	3340		3340	100%
E	Derivatives	45	111	-66	-59%
F	Other financial receivables	3,385	111	3,274	100%
G	<b>Total financial assets (C+F)</b>	<b>16,474</b>	<b>6,665</b>	<b>9,809</b>	<b>147%</b>
H	Current credit lines and account overdrafts with banks	-5,850	-14,942	9,092	-61%
I	Current bank borrowings	-13,797	-12,607	-1,190	9%
L	Other current financial payables	-544	-380	-164	43%
M	Current portion of derivatives	-336		-336	100%
N	<b>Current debt (H+I+L+M)</b>	<b>-20,527</b>	<b>-27,929</b>	<b>7,402</b>	<b>-27%</b>
O	Non-current bank borrowings	-21,228	-28,542	7,314	-26%
P	Other non-current financial payables				
Q	Non-current portion of derivatives	-205	-839	634	100%
R	<b>Non-current debt (O+P+Q)</b>	<b>-21,433</b>	<b>-29,381</b>	<b>7,948</b>	<b>-27%</b>
S	<b>Total financial liabilities (N+R)</b>	<b>-41,960</b>	<b>-57,310</b>	<b>15,350</b>	<b>-27%</b>
T	<b>Net financial position (G+S)</b>	<b>-25,486</b>	<b>-50,645</b>	<b>25,159</b>	<b>-50%</b>



**The Dada Group's consolidated net financial position at 30 June 2011** which includes medium/long term funding and loans was a **negative €25.5 million**, versus a negative €50.6 million at 31 December 2010.

The valuation of the assets disposed of in the period had a positive impact on the net financial position at 31 December 2010 of approximately €3.7 million and, therefore, the figure would have amounted to a negative €47.2 million.

The current net financial position at 30 June 2011 was negative for some €4 million, versus a negative €21.9 million at 31 December 2010. The figure comes in at negative €18.7 million if remeasured in accordance with IFRS 5.

More in detail the Group's financial position in the half that just ended was impacted by the extraordinary transactions completed in the period:

- the sale of the interest (70%) held in E-box Srl which was finalized in February 2011 for a total of €4.2 million, €0.7 million of which was deposited in an escrow account for 12 months;
- the acquisition of the 13% of Dada.net S.p.A. held by Sony Music at the beginning of May for a total of €7.2 million;
- the sale of 100% of Dada.net S.p.A. and all its wholly owned subsidiaries, including Giglio S.p.A., to Buongiorno S.p.A. for €28.5 million plus €5.4 million, the amount of Dada.net Group's adjusted net financial position (which includes certain components of the net working capital). This figure does not include Giglio's negative net financial position of approximately €3.8 million. The first tranche of the purchase price, €32.9 million, was paid at the closing (€2.5 million of which was deposited in an escrow account), while the remaining €1 million will be paid within 24 months of the closing date.

For more information about these transactions please refer to the "Significant Events" section.

Total non-recurring charges amounted to €3 million in first half 2011, €0.7 million of which related to the disposal of Dada.net (versus a total cost of €1.2 million) and €2.3 million of which to employee severance, including the amounts paid on 11 February 2011 as described in the "Significant Events" section.

The cash received was used to reduce current debt, while €3 million was used to pay down non-current borrowings. The latter transaction was finalised in the first part of July.

In first half 2011, the Dada Group also made the following investments in:

- intangible assets, primarily in the development of proprietary processes and platforms needed to provide Dada.pro division's services (approximately €1.8 million), in the purchase of software and brands (€0.2 million), as well as in the purchase of licenses (€12 thousand);
- property, plant and equipment which amounted to €1.3 million and which consisted primarily in the purchase of the servers and other electronic equipment needed to provide the Dada.pro services. €95 thousand was also invested in furnishings and fittings.

All the investments made by the Dada.net Group companies were sold as part of the extraordinary transaction above and, therefore, are not included in the previously described investments.

The cash flow from financing activities in the year was a negative €1.2 million and is explained by the combined effect of the interest paid, financial charges and the exchange losses in the first half which totalled €1.6 million and by the interest income, exchange gains and gains on derivative differentials which totalled €0.4 million.

Movements in cash flow with respect to cash and cash equivalents are summarized below:

In EUR/000	30/06/11	30/06/10
Cash flow from operating activities	1,771	4,052
Cash flow from investing activities	23,387	-14,409
Cash flow from financing activities	-7,381	5,140
<b>Net cash flow for the period (cash and cash equivalents)</b>	<b>17,777</b>	<b>-5,217</b>

For the reconciliation of the change in the consolidated net financial position with the change in cash and cash equivalents please refer to Note 19.

The breakdown of the net working capital and the net capital employed at 30 June 2011 and at 31 December 2010 is shown below:

In EUR/000	30-Jun-11	31-Dec-10	DIFFERENCE	
			Absol.	perc.
<b>Fixed assets (A)</b>	<b>92,454</b>	<b>128,078</b>	<b>-35,624</b>	<b>-28%</b>
Current operating assets (B)	22,513	45,430	-22,917	-50%
Current operating liabilities (C)	-35,673	-56,027	20,354	-36%
<b>Net working capital (D)=(B)-(C)</b>	<b>-13,160</b>	<b>-10,597</b>	<b>-2,563</b>	<b>24%</b>
Provision for termination indemnities (E)	-736	-1,315	579	-44%
Provision for risks and charges (F)	-1,271	-4,141	2,870	-69%
Other payables due beyond one year (G)	0	-8,000	8,000	
<b>Net capital employed (A+D+E+F+G)</b>	<b>77,287</b>	<b>104,025</b>	<b>-26,738</b>	<b>-26%</b>

The Dada Group's **net working capital** at 30 June 2011 amounted to -€13.2 million versus -€10.6 million at 31 December 2010 and -€10.9 million at 30 June 2010. The main components of working capital (above all with regard to trade receivables and payables) were significantly impacted by extraordinary transactions closed in the half, particularly the sale of the Dada.net Group as the assets and liabilities pertaining to this perimeter were no longer included in the scope of consolidation.

Net of this transaction net working capital would have been in line with the first half business performance.

Other balance sheet items such as fixed assets, provisions for termination indemnities and provisions for risks and charges, were also significantly impacted by the sale of Dada.net. The item "Other payables due beyond one year" included, through 31 December 2010, Sony's put

option on 13% of Dada.net S.p.A. for €8 million. This option was extinguished in May following the repurchase of the 13% for €7.2 million.

Current liabilities also include approximately €12.7 million in deferred income relative to the web hosting services of Dada.pro; these will not entail future outlays but rather the recognition of revenue in the income statement. Deferred income amounted to €10 million at 31 December 2010 and €12.6 million at 30 June 2010.

For more information about the assets and liabilities disposed of as part of the sale of E-Box S.r.l. and of Dada.net S.p.A. finalized in first half 2011, please refer to Note 6 of this report.

## Group employees

The number of employees at 30 June 2011 was 374 units (net of the 139 units employed by the companies which were sold), versus 569 at 31 December 2010 and 601 at 30 June 2011 (both figures include the companies sold).

## Alternative performance indicators:

This report provides the following economic and financial indicators in addition to those required by IFRS which are used by the management of the Dada Group to monitor and assess the Dada Group's operating performance, but as they are not recognized accounting measures under IFRS should not be considered alternative performance indicators for the Dada Group.

*EBITDA:* As the composition of EBITDA is not governed by the accounting policies, the Dada Group's method of calculating it may differ from that used by others and may therefore make comparisons unreliable. Below is a summary of how the Dada Group calculates EBITDA.

### **Pre-tax profit (gross of the profit of assets held for sale)**

+ Financial charges

- Financial income

+/- Gains/losses from equity investments in associates

### **Operating profit**

+ Restructuring costs

+ Amortization, depreciation and impairment losses on fixed assets

+/- Atypical charges/income

+ Impairment losses on trade receivables

**EBITDA - Operating profit before amortization, depreciation, impairment losses, atypical charges/income and impairment losses on receivables.**

*Net working capital:* the difference between current assets and liabilities, i.e. those due within one year of the balance sheet date. Within this item, deferred tax assets are split into current and non-current portions according to the amount expected to be recovered with the following year's profit;

*Net capital employed:* fixed assets plus net working capital, less non-financial liabilities (provision for employee termination indemnities and provision for risks and charges);

*Net short-term financial position:* cash and cash equivalents, current financial assets and current financial liabilities;

*Total net financial position:* net current financial position and all financial receivables and payables due beyond one year.

## PERFORMANCE BY BUSINESS SEGMENT

As of this year the Group's organizational structure has been changed and the business unit **Dada.net** is now classified entirely under discontinued operations in accordance with IFRS 5 (please see the introduction above for more information) and, therefore, the Dada Group has one business unit, the **Dada.pro Division**. There is also a Corporate Division which consists mainly of the services provided by the parent, Dada S.p.A., to its subsidiaries and a residual business unit which includes Clarence S.r.l. and Fueps S.p.A., previously part of the Dada.net Division, which are still part of the Dada Group's perimeter.

### Key results by business segment

The following table shows key results by division in second quarter 2011, with comparative figures for the previous year:

	2011					2010				
			2Q					2Q		
	Revenue	EBITDA	% revenue	EBIT	% revenue	Revenue	EBITDA	% revenue	EBIT	% revenue
Dada.Pro	19,307	2,764	14%	582	3%	18,594	3,442	19%	1,121	6%
Corporate	1,225	-685	-56%	-2,593	-212%	1,156	-660	-57%	-497	-43%
Other	-13	12	-93%	3	-22%	-91	-855	942%	-2,642	2911%
Interdiv.	-1,315	0	n.a.	1,219	n.a.	-1,422		n.a.	0	n.a.
<b>Total</b>	<b>19,204</b>	<b>2,091</b>	<b>11%</b>	<b>- 790</b>	<b>-4%</b>	<b>18,237</b>	<b>1,927</b>	<b>11%</b>	<b>-2,018</b>	<b>-11%</b>

	2011					2010				
	1H					1H				
	Revenue	EBITDA	% revenue	EBIT	% revenue	Revenue	EBITDA	% revenue	EBIT	% revenue
Dada.Pro	40,179	5,327	13%	1,302	3%	36,954	6,003	16%	2,080	6%
Corporate	2,444	-1,158	-47%	-4,590	-188%	2,452	-1,410	-58%	-1,410	-58%
Other	42	-102	-241%	-120	-284%	182	-2,490	-1366%	-4,338	-2380%
Interdiv.	-2,456	0	n.a.	1,219	n.a.	-3,393	0	n.a.		n.a.
<b>Total</b>	<b>40,209</b>	<b>4,067</b>	<b>10%</b>	<b>- 2,189</b>	<b>-5%</b>	<b>36,195</b>	<b>2,103</b>	<b>6%</b>	<b>-3,668</b>	<b>-10%</b>

## Geographical breakdown of consolidated revenue

	2Q 2011		2Q 2010	
	Amount	% of total	Amount	% of total
Revenue Italy	6,507	34%	9,300	51%
Revenue abroad	12,697	66%	8,937	49%
<b>Consolidated revenue</b>	<b>19,204</b>		<b>18,237</b>	

	1H 2011		1H 2010	
	Amount	% of total	Amount	% of total
Revenue Italy	13,638	34%	18,276	50%
Revenue abroad	26,571	66%	17,920	50%
<b>Consolidated revenue</b>	<b>40,209</b>		<b>36,196</b>	

## The Dada.pro Division

**Dada.pro** is the Dada Group division dedicated to self-provisioning professional services:

- domain registration, hosting & mail, dedicated and virtual servers, ADSL;
- advanced online advertising solutions via web and mobile.

## The Dada.pro Division's Operations

In first half 2011, Dada.pro strengthened its leadership in Europe – more than 480 thousand business clients and 1.7 million domains under management in Italy, the United Kingdom, France,

Spain, Portugal, the Netherlands and Ireland – in the field of self-provisioned domain registration and hosting services, by successfully achieving its objectives to:

- integrate Poundhost's dedicated and virtual hosting services and marketing tools into the Namesco platform in the U.K.;
- launch the new "Website" application, a simple, flexible and comprehensive tool for the creation of professional sites, which enhances Dada.pro's range of digital services for registration, presence building and online visibility;
- launch the new "e-commerce" product, a complete package containing everything a business needs to create its own online store: from domain registration to customized graphics, online sales using the main web platforms, order management and logistics.

With regard to the Domain & Hosting business in first half 2011 Dada, through Register.it, increased the range of products offered thanks to its strategic European partnership with SEDO, the world's leading domain marketplace where each user can buy and sell domains while managing the negotiations with other users directly. The partnership with Sedo will make it possible for the users of Register.it – along with its European brands Nominalia, Amen.fr, Amen.pt and Alenworld.nl – to have access to the SedoMLS network. Sedo's domain market continues to show constant growth and is comprised of more than 1.8 million fixed price domains.

Furthermore, thanks to the "La Mia Impresa Online.it" project, carried out in collaboration with Google, Seat PG - PagineGialle.it, Register.it and Poste Italiane, a free, simple tool will be made available to Italian SMEs in order to increase their online presence. The companies involved in the project will help SMEs to get on the web, to promote themselves and sell online.

The division continued to further strengthen the advertising on-line market during the period, confirming both Dada.pro's creativity and development capabilities. More in detail, the Scalable Advertising, which is based on the trading of key words and research queries, showed further growth thanks to the constant fine-tuning of proprietary algorithms and close collaboration with the world's main Ad networks.

Dada.pro also continued with the development of Simply ([www.simply.com](http://www.simply.com)) a performance based advertising on-line platform developed entirely in-house, available via web worldwide and locally in Italy, the UK, France and Spain, which allows:

- advertisers to effectively plan their on-line advertising campaigns, defining the timing, targets, and objectives with the possibility of analyzing results;
- website owners to increase advertising revenue.

Simply is an optimal promotional tool also for small and medium sized businesses and for website owners who can monetize the visits their sites receive naturally by publishing advertisements and obtaining the maximum results from the clicks generated. The platform, in fact, ensures the maximum possible value thanks to a new yield optimization technology.

Lastly, note the gradual exit from the advertising concession business, as announced in the 2010 annual report.

## The Dada.pro Division's Performance

Dada Pro						
In EUR/ooo	1H 2011		1H 2010		Difference	
	Amount	%	Amount	%	Absolute	%
Revenue from third parties- Italy	13,261	33.0%	18,094	49.0%	-4,833	-27%
Revenue from third parties- Abroad	26,571	66.1%	17,920	48.5%	8,651	48%
Interdivisional revenue	347	0.9%	941	2.5%	-594	-63%
<b>Net revenue</b>	<b>40,179</b>	<b>100%</b>	<b>36,955</b>	<b>100%</b>	<b>3,224</b>	<b>9%</b>
Increase in own work capitalized	1,768	4%	2,278	6%	-510	-22%
Service costs	-28,239	-70%	-25,991	-70%	-2,248	9%
Payroll costs	-8,381	-21%	-7,239	-20%	-1,142	16%
<b>EBITDA</b>	<b>5,327</b>	<b>13%</b>	<b>6,003</b>	<b>16%</b>	<b>-676</b>	<b>-11%</b>
Amortization, depreciation and impairment of fixed assets	-3,454	-9%	-3,433	-9%	-21	1%
Impairment, provisions and non-recurring charges	-571	-1%	-484	-1%	-87	18%
<b>EBIT</b>	<b>1,302</b>	<b>3%</b>	<b>2,085</b>	<b>6%</b>	<b>-783</b>	<b>-38%</b>

Revenue for the Dada.pro Division in first half 2011 amounted to €40.2 million, an increase of 9% with respect to the €37.0 million recorded in first half 2010.

Revenue from third parties, net interdivisional revenue, rose 10.6% from the €36 million posted in first half 2010 to €39.8 million in first half 2011.

The Division's EBITDA in first half 2011 reached a positive €5.3 million (13% of revenue), versus €6 million in first half 2010. This aggregate reflects two contrasting factors:

- the increase in the Advertising business's margin (Scalable and Simply);
- the decrease in Domain & Hosting's margin.

The main cost items in first half 2011 show an increase in the cost of services with respect to first half 2010 in line with revenue growth (+9%) and an increase in payroll costs which rose from 20% to 21% of the division's revenue.

EBIT for first quarter 2011 was a positive €1.3 million (3.3% of revenue) after amortization and depreciation of €3.5 million (versus €3.4 million in first half 2010) and impairment, provisions and non-recurring items which amounted to €0.6 million

## The Corporate Services Division

Dada S.p.A. is the division that provides corporate services to the other companies in the Group.

Revenue is earned by charging Group companies for services such as administration, finance, taxation, planning & control, purchasing, legal & corporate, communications, human resources, facility management, and general services.

## The Corporate Services Division's Performance

The Corporate Division earned €2.4 million in revenue in first half 2011, compared with €2.5 million in first half 2010. The Division recorded a net loss of €4.6 million after non-recurring charges of €3.0 million.

## The “Other” Services Division

This division includes the operations of Clarence S.r.l. and Fueps S.p.A. which had a marginal impact on the revenue and margin recorded in the first half, in line with the actions undertaken in 2010 to disinvest in these businesses.

The division's net revenue reached €0.1 million in first half 2011, versus €0.2 million in the prior year, while EBITDA was negative for €0.1 million versus -€2.5 million in first half 2010.

In first half 2010 the company Fueps S.p.A. had made significant investments in launching its Poker on-line business, a business the company gradually began to exit in subsequent quarters.

## RELATED PARTY TRANSACTIONS

Please refer to Note 18 of the explanatory notes for more information on related party transactions

## SIGNIFICANT EVENTS IN FIRST HALF 2011

**The events which had the most significant impact on the Dada Group in first half 2011 are described below:**

On 11 February 2011 Dada announced that the Board of Directors and Paolo Barberis had reached a mutual agreement to end the collaboration between Paolo Barberis and Dada, a company founded by Paolo Barberis in 1995, due to diverging strategic visions of the Company.

Paolo Barberis, therefore, tendered his resignation, effective immediately, as a Director (and consequently, as Chairman) of the Company. The agreement reached between the parties was first submitted to the Committee for Related Party Transactions which issued a favourable opinion and it was on the basis of this opinion that the Company's Board of Directors approved the transaction which is considered a less material transaction under the law. On the same date an agreement of consensual termination relative to the directorship held was signed based on which Paolo Barberis received a gross payment of €616,666 and corporate assets which he had been using for some time, as were non-compete and non-solicitation agreements relative to the Dada Group companies against a gross payment of €720,000. Both payments were made to Paolo Barberis upon the signing of the relative agreements.

Paolo Barberis advised the Company that, on the same date, he had sold a total of 630,000 Dada shares and, consequently, he holds less than 2% of the Company's share capital.



The Board of Directors, as per the resolution approved by the Board of Statutory Auditors, acknowledged Paolo Barberis's resignation, and then co-opted Alberto Bianchi, Esq. (as there were no remaining candidates on the list to which Mr. Barberis belonged) Chairman of the Board of Directors in accordance with Art. 2386 of the Italian Civil Code and Art. 19 of the Company's by-laws.

Mr. Bianchi declared that he qualifies as an independent director under Art. 148, para. 3 of Legislative Decree 58/1998, as well as the Corporate Governance Code for Listed Companies. The Board assessed Mr. Bianchi's independent status in accordance with the law, as it was deemed inappropriate to base the assessment on the Corporate Governance Code given the special assignment granted.

On 11 February 2011, in light of the fact that director Salvatore Amato had been a director for more than 9 of the last 12 years, the Company's Board of Directors held that said director no longer qualified as an independent director under the Corporate Governance Code for Listed Companies. In light of the above, the Board of Directors resolved to call upon the following independent directors to replace director Amato:

- as a member of the Compensation Committee, director Foti;
- as a member of the Internal Control Committee, director Russi;

both independent directors as defined in the Corporate Governance Code for Listed Companies. The Board of Directors, also appointed director Foti Chairman of the Internal Control Committee.

On 11 February 2011 the Board of Directors also, including on the basis of the results of a strategic analysis conducted with a primary consulting firm, decided to proceed with the valorisation of the Dada.net division which would allow the Company to rationalize its asset portfolio and concentrate its financial and managerial resources more effectively. The Board examined, with the support of its financial advisor, a few of the non-binding letters of interest regarding Dada.net received from different industrial players. The assessment of the letters of interest was based on economic-financial considerations, as well as on analysis of the industrial project proposed and the potential impact on local employment.

The Board, therefore, granted the Chief Executive Officer a mandate to sign an exclusive agreement with Buongiorno S.p.A. for 45 days aimed at performing a due diligence process and, subject to the outcome of the same, proceed with the negotiation of an agreement between the parties for the sale of the equity interest in Dada.net S.p.A. and its subsidiaries to Buongiorno.

In the name of merely providing maximum disclosure on 11 February 2011, the Board of Directors of the parent company RCS MediaGroup S.p.A. – having acknowledged the activities carried out on the basis of the exploratory mandate granted a primary financial advisor (Mediobanca) regarding, among other things, the valorisation of Dada and the negotiations underway regarding the valorisation of Dada.net as disclosed on 11 February 2011 by Dada – announced that it is confident that the activities undertaken by Dada will make it possible to

reach the goals set for optimization and valorisation and excludes, therefore, the possibility of disposing of its entire holding in Dada.

On 16 February 2011 Dada S.p.A. finalized, along with the minority shareholders, the sale of its holding in E-Box S.r.l., owner of Blogio, to Populis Ltd.. Based on the sales agreement, negotiated in December and announced on 17 January 2011, a purchase price of €6 million was paid, €4.2 million of which to the Dada Group who owns 70% of the company. Part of this amount, €0.2 million, was deposited in an escrow account for 12 months from the date of sale. This transaction generated a capital gain of €2 million.

On 28 March 2011 - Dada S.p.A. resolved to extend the exclusive agreement with Buongiorno S.p.A. signed on 11 February 2011 through 18 April 2011 in order to complete the due diligence process.

On 19 April 2011, Dada S.p.A. announced that it had signed a preliminary contract for the sale of 100% of Dada.net S.p.A. to Buongiorno S.p.A., including subsequent to the signing of an agreement for the repurchase of the 13% of Dada.net held by Sony Music Entertainment. For more information on the Buongiorno.it transaction please refer to the introduction to this report.

On 21 April 2011 - the Shareholders' Annual General Meeting of Dada S.p.A. was held in ordinary and extraordinary session and:

- approved the separate financial statements of Dada S.p.A. for the year ended 31 December 2010, as proposed by the Board of Directors during the meeting held on 14 March. The AGM resolved to carry forward the loss for the year of €13,149,116.71;
- pursuant to Art. 19 of the corporate by-laws and as there were no remaining candidates on the list from which Giorgio Valerio and Paolo Barberis were elected, confirmed the appointment as director of Stanislao Chimenti, Esq. (who qualifies as an Independent Director pursuant to the law and the Corporate Governance Code for Listed Companies as adopted by the Company) through the expiration of the term of the current Board of Directors, precisely through the Annual General Meeting called to approve the financial statements at 31 December 2011. The Board of Directors had already by co-opted Mr. Chimenti on 8 November 2010 to substitute Giorgio Valerio.  
The Director declared (as he had already done when co-opted) to qualify as independent for the purposes of Art. 148, para. 3 of Legislative Decree n. 58/1998 (*Testo Unico della Finanza* or *TUF*) and the guidelines found in Corporate Governance Code for Listed Companies. The AGM also confirmed the appointment as Chairman through the expiration of the current Board of Directors of Alberto Bianchi, Esq., co-opted by the Board of Directors on 11 February 2011 following the resignation of Paolo Barberis as Chairman and Executive Director who declared to qualify as independent for the purposes of Art. 148, para. 3 of Legislative Decree n. 58/1998 (*Testo Unico della Finanza* or *TUF*) and the guidelines found in Corporate Governance Code for Listed Companies;
- renewed the Board's authorization, after revoking the previous one granted on 19 April 2010, to purchase treasury shares for up to a maximum of shares with a par value not exceeding one tenth of the share capital (even in light of changes made to applicable norms and

regulations) and to sell shares as of the date of this authorization for a period of up to 18 months.

The purpose of this authorization is to give the Company a means of strategic and operational flexibility. It will be allowed, among other things, to dispose of treasury shares previously acquired and to carry out transactions such as purchases, barter and assignments.

Based on the Board's proposal, treasury shares may be purchased at a price which is not less than 20% or more than 10% of the official stock price registered on the trading day prior to each purchase. The shares are to be purchased according to the laws for markets organized and operated by *Borsa Italiana S.p.A.*, as per the procedures established by the latter which prohibit the direct matching of bid prices with predetermined ask prices.

The sale of treasury shares, rather, may be done at a price or valuation which is not less than 95% of the average stock price registered for a period of ninety trading days prior to the disposal or any previous binding offers made in this regard, in accordance with the law and the applicable accounting standards. At the moment neither the Company nor its subsidiaries hold any treasury shares;

- resolved in extraordinary session to approve amendments to Articles 11, 13, 14, 17 and 18 of the corporate by-laws in order to comply with Legislative Decree n. 27/2010 (passed in Italy in implementation of EC Directive 2007/36/EC pertaining to listed companies and the exercise of shareholders' rights).

On 2 May 2011 - Dada S.p.A. announced that it had finalized the repurchase of the 13% held by Sony Music Entertainment in Dada.net S.p.A..

Based on the agreement with Sony Music, the preliminary agreement for which was signed and disclosed to the market on 19 April 2011, Dada S.p.A., which currently owns 87% of Dada.net S.p.A., will repurchase the residual 13% of the share capital held by Sony Music for €7.2 million in cash which will be paid using available bank credit lines. Sony Music possessed a put option for the sale of its interest to Dada exercisable subsequent to a change of control in Dada.net at a floor price of €8 million which was then established as €7.2 million as per the mutual agreement between the parties.

On 31 May 2011 - Dada S.p.A. announced that it had finalized the sale of 100% of Dada.net S.p.A. to Buongiorno S.p.A.. Please refer to the introduction above for more information.

## SUBSEQUENT EVENTS

No events occurred subsequent to the close of the first half of the year.

## OUTLOOK FOR THE CURRENT YEAR

The disposal of Dada.net, which is in line with the previously mentioned strategy to rationalize the asset portfolio, allows to both focus the Group's financial and managerial resources more effectively and to significantly reduce consolidated debt.

Following this transaction the focus of Dada's business and organizational structure is now focused on the core business of internet domain registration and hosting services, as well as on some innovative advertising online activities. The strategic priorities are, on the one hand, the development of the core business, consolidation in strategic markets and, on the other, further improvement of operating efficiency. Internal growth will be based primarily on expanding and innovating the current offer, enhancing the quality of the service, strengthening the sales channels and the marketing initiatives supporting the growth of the international customer base.

The efficiency plan currently underway, finalized to further optimize the general expenses and structural costs, requires some measures, partly already implemented, which will involve extraordinary costs, the larger part of which will be incurred this year.

In light of the overall reference scenario, the measures currently being implemented and in absence of any currently unforeseeable events, the Group's FY 2011 revenue and EBITDA are expected to be in line with the performance recorded in the first half-year.

**THE DADA GROUP**

**INTERIM CONDENSED CONSOLIDATED  
FINANCIAL STATEMENTS**

## CONSOLIDATED FINANCIAL STATEMENTS

CONSOLIDATED INCOME STATEMENT FOR THE HALF-YEAR TO 30 JUNE 2011			
	Note	1H 2011	1H 2010
<b>Net revenue</b>		<b>40,209</b>	<b>36,196</b>
Cost of raw materials and consumables		-27	-38
Chg. in inventories & inc. in own wk. capitalized		1,768	2,279
Service costs and other operating expenses		-27,996	-27,324
Payroll costs		-9,764	-8,749
Other operating revenue and income		66	4
Other operating costs		-1,830	-465
Provisions and impairment losses		-714	-440
Depreciation and amortization		-3,866	-3,760
Impairment of fixed assets		0	-1,366
<b>EBIT</b>		<b>-2,154</b>	<b>-3,663</b>
Investment income		657	864
Financial charges		-2,476	-2,063
Share of profit/(loss) of associates		0	0
<b>Profit/(loss) before taxes</b>		<b>-3,974</b>	<b>-4,861</b>
Income taxes		-636	767
<b>Profit/(loss) from continuing operations</b>		<b>-4,610</b>	<b>-4,094</b>
Non-controlling interests		0	0
Profit/(loss) from discontinued operations		2,346	2,380
<b>Group net profit/(loss)</b>		<b>-2,264</b>	<b>-1,714</b>
Basic earnings/loss per share		-0.140	-0.106
Diluted earnings/loss per share		-0.140	-0.106

<b>INTERIM CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME FOR THE HALF-YEAR TO 30 JUNE 2011</b>		
<b>In EUR/000</b>	<b>2011 6 months</b>	<b>2010* 6 months</b>
<b>Net profit/(loss) for the period (A)</b>	<b>-2,264</b>	<b>-1,714</b>
Gains/(losses) on exchange rate derivatives (cash flow hedges)	262	116
Tax effect on other gains/(losses)	-72	-32
	190	84
Equity transaction reserve	-253	-932
Other reserves		
Gains/(losses) from the translation of foreign currency financial statements	-2,517	4,283
<b>Total other gains/(losses), net of tax effects (B)</b>	<b>-2,580</b>	<b>3,435</b>
<b>Total comprehensive income/(loss) (A) + (B)</b>	<b>-4,844</b>	<b>1,721</b>
<i>Total comprehensive income/(loss) attributable to:</i>		
Shareholders of the parent company	-4,844	1,721
Non-controlling interests		0

\* Figures calculated per IFRS 5 with respect to discontinued operations.

**CONSOLIDATED STATEMENT OF FINANCIAL POSITION AT 30 JUNE 2011**

ASSETS	Note	30 June 2011	31 December 2010
<b><i>Non-current assets</i></b>			
Goodwill		75,723	102,010
Intangible assets		8,169	13,806
Other property, plant and equipment		7,462	12,161
Equity investments in non-consolidated subsidiaries, associates and other companies		-	-
Financial assets		1,145	210
Deferred tax assets		5,055	6,555
<b>Total non-current assets</b>		<b>97,554</b>	<b>134,742</b>
<b><i>Current assets</i></b>			
Inventories		13	93
Trade receivables		10,665	28,661
Tax receivables and others		6,781	10,121
Financial assets held for trading		-	-
Cash and cash equivalents		16,429	6,554
<b>Total current assets</b>		<b>33,887</b>	<b>45,429</b>
<b>Assets held for sale</b>		<b>0</b>	<b>3,691</b>
<b>TOTAL ASSETS</b>		<b>131,442</b>	<b>183,862</b>



**CONSOLIDATED STATEMENT OF FINANCIAL POSITION AT 30 JUNE 2011**

EQUITY AND LIABILITIES	Note	30 June 2011	31 December 2010
<b>EQUITY AND LIABILITIES</b>			
<i>Capital and reserves</i>			
Share capital		2,756	2,756
Share premium reserve		32,071	32,071
Legal reserve		950	950
Other reserves		762	3,342
Retained earnings		17,526	35,025
Net profit/(loss)		-2,264	-17,499
<b>Total equity, Group share</b>		<b>51,800</b>	<b>56,645</b>
<b>Non-controlling interests</b>		<b>0</b>	<b>65</b>
<b>Total shareholders' equity</b>		<b>51,800</b>	<b>56,710</b>
<i>Non-current liabilities</i>			
Bank loans (due beyond one year)		21,228	28,541
Provision for risks and charges		1,271	4,141
Provision for employee termination indemnities		736	1,315
Deferred tax liabilities		0	0
Other payables due beyond one year		541	8,839
<b>Total non-current liabilities</b>		<b>23,776</b>	<b>42,836</b>
<i>Current liabilities</i>			
Trade payables		17,233	35,811
Other payables		15,849	17,911
Taxes payable		3,136	2,684
Bank overdrafts and loans (due within one year)		19,648	27,549
<b>Total current liabilities</b>		<b>55,866</b>	<b>83,955</b>
<b>Liabilities relating to assets held for sale</b>		<b>0</b>	<b>361</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>131,442</b>	<b>183,862</b>

## THE DADA GROUP'S CONSOLIDATED STATEMENT OF CASH FLOWS AT 30 JUNE 2011

In EUR/ooo	30 June 2011	31 December 2010
<b>Operating activities</b>		
<b>Net profit/(loss) for the period</b>	<b>-2.265</b>	<b>-17.499</b>
<i>Adjustments for:</i>		
Income from trading	-656	-1.372
Financial charges	2.476	4.175
Income taxes	636	-2.108
Profit/(loss) from discontinued operations	-2.347	
Depreciation	1.906	3.522
Amortization	1.961	5.747
Impairment of fixed assets	0	1.895
Other provisions and impairment	714	2.435
Increases/(decreases) in provisions	-1.205	-265
Assets held for sale		17.011
<b>Cash flow from operating activities before changes in working capital</b>	<b>1.219</b>	<b>13.541</b>
Increase in inventories	0	7
(Increase)/decrease in receivables	-1.994	-731
Increase/(decrease) in payables	4.634	-3.377
Change in working capital due to assets held for sale		2.881
<b>Cash flow from operating activities</b>	<b>3.859</b>	<b>12.321</b>
Income taxes paid	-340	-1.047
Interest paid	-1.748	-3.388
Change in taxes and interest paid on assets held for sale		-836
<b>Net cash flow from operating activities</b>	<b>1.771</b>	<b>7.050</b>
<b>Investing activities</b>		
Interest received	518	972
Acquisitions of subsidiaries and associates (changes in goodwill)	0	-7.782
Effect of changes in scope of consolidation		-740
Acquisitions of subsidiaries and associates	-7.200	
Disposal of subsidiaries and associates	33.235	
Purchase of property, plant and equipment	-1.405	-3.766
Disposal of fixed assets	200	
Other changes in fixed assets		
Purchase of intangible assets	-194	-747
Product development costs	-1.767	-3.966
Investing activities from assets held for sale		-4.708
<b>Net cash flow used in investing activities</b>	<b>23.387</b>	<b>-20.737</b>

**THE DADA GROUP'S CONSOLIDATED STATEMENT OF CASH FLOWS AT 30 JUNE 2011**

In EUR/000	30 June 2011	31 December 2010
<b>Financing activities</b>		
Dividends received from subsidiaries		
Loan repayments	-7.313	-2.040
Proceeds from capital increase		
New loans	0	
Other changes	-69	
Financing activities from assets held for sale		-433
<b>Net cash flow from/(used in) financing activities</b>	<b>-7.382</b>	<b>-2.473</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>17.777</b>	<b>-16.160</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>-20.995</b>	<b>-4.835</b>
<b>Total cash and cash equivalents at the end of the period</b>	<b>-3.218</b>	<b>-20.995</b>

**CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE HALF-YEAR TO 30 JUNE 2011**

	Attributed to the shareholders of the parent company										Minority interests	Total equity
	Share capital	Share prem. res.	Legal res.	Other reserves	Equity transac. tion res.	Cash flow hedge res.	Transla. tion reserve	Retained earnings	Net profit /(loss)	Total		
<b>Balance at 1 January 2011</b>	2,756	32,070	950	9,724	1,428	-469	-7,342	35,024	-	<b>56,642</b>	65	<b>56,707</b>
Allocation of 2010 profit								-17,499	17,499	0		0
Profit/(loss) for the period									-2,264	<b>-2,264</b>		<b>-2,264</b>
Other comprehensive income (losses)				0	-253	190	-2,517			<b>-2,580</b>	0	-2,580
<b>Total comprehensive income (losses)</b>				0	<b>-253</b>	<b>190</b>	<b>-2,517</b>	0	<b>-2,264</b>	<b>-4,844</b>	0	<b>-4,844</b>
Reclassifications				1,175	-1,175					0		0
Decons./acquis./chg. % hd.											-79	-79
Other changes										0	14	14
<b>Balance at 30 June 2011</b>	<b>2,756</b>	<b>32,070</b>	<b>950</b>	<b>10,900</b>	<b>0</b>	<b>-279</b>	<b>-9,859</b>	<b>17,525</b>	<b>-2,264</b>	<b>51,799</b>	<b>0</b>	<b>51,800</b>

**CONSOLIDATED STATEMENT OF CHANGES IN EQUITY FOR THE HALF-YEAR TO 30 JUNE 2010**

	Attributed to the shareholders of the parent company										Minority interests	Total equity
	Share capital	Share prem. res.	Legal res.	Other reserves	Equity transac. tion res.	Cash flow hedge res.	Transla. tion reserve	Retained earnings	Net profit /(loss)	Total		
<b>Balance at 1 January 2010</b>	2,756	32,070	950	9,724	2,339	-738	-10,490	28,118	6,906	<b>71,637</b>	1,207	<b>72,844</b>
Allocation of 2009 profit								6,906	-6,906	0		0
Profit/(loss) for the period									-1,714	<b>-1,714</b>	-84	-1,798
Other comprehensive income (losses)					-932	84	4,283			<b>3,435</b>		3,435
<b>Total comprehensive income (losses)</b>				0	<b>-932</b>	<b>84</b>	<b>4,283</b>	0	<b>-1,714</b>	<b>1,721</b>	<b>-84</b>	<b>1,637</b>
Decons./acquis./chg. % hd.										0	-218	-218
<b>Balance at 30 June 2010</b>	<b>2,756</b>	<b>32,070</b>	<b>950</b>	<b>9,724</b>	<b>1,407</b>	<b>-654</b>	<b>-6,207</b>	<b>35,025</b>	<b>-1,714</b>	<b>73,356</b>	<b>905</b>	<b>74,262</b>

<b>CONSOLIDATED INCOME STATEMENT FOR THE HALF-YEAR TO 30 JUNE 2011 PURSUANT TO CONSOB RESOLUTION 15519 OF 27 JULY 2006</b>			
	<b>Note</b>	<b>1H 2011</b>	<b>1H 2010</b>
<b>Net revenue</b>		<b>40,209</b>	<b>36,196</b>
- of which: related parties	334	527	
Cost of raw materials and consumables		-27	-38
Chg. in inventories & inc. in own wk. capitalized		1,768	2,279
Service costs and other operating expenses		-27,996	-27,324
- of which: related parties	-874	-715	
Payroll costs		-9,764	-8,749
- of which: related parties	-683	-275	
Other operating revenue and income		66	4
Other operating costs		-1,830	-465
- of which: non-recurring	-1,676	-199	
- of which: related parties	-1,395		
Provisions and impairment losses		-714	-440
- of which: non-recurring	-500	-200	
Depreciation and amortization		-3,866	-3,760
Impairment of fixed assets		0	-1,366
<b>EBIT</b>		<b>-2,154</b>	<b>-3,663</b>
Investment income		657	864
- of which: related parties	0		
Financial charges		-2,476	-2,063
- of which: related parties	-5	-3	
<b>Profit/(loss) before taxes</b>		<b>-3,974</b>	<b>-4,861</b>
Income taxes		-636	767
<b>Profit/(loss) from continuing operations</b>		<b>-4,610</b>	<b>-4,094</b>
Non-controlling interests		0	0
Profit/(loss) from discontinued operations		2,346	2,380
<b>Group net profit/(loss)</b>		<b>-2,264</b>	<b>-1,714</b>

**CONSOLIDATED BALANCE SHEET AT 30 JUNE 2011 PURSUANT TO  
CONSOB RESOLUTION 15519 OF 27 JULY 2006**

ASSETS	Note	30 June 2011	31 December 2010
<b><i>Non-current assets</i></b>			
Goodwill		75,723	102,010
Intangible assets		8,169	13,806
Other property, plant and equipment		7,462	12,161
Equity investments in non-consolidated subsidiaries, associates and other companies		-	-
Financial assets		1,145	210
Deferred tax assets		5,055	6,555
<b>Total non-current assets</b>		<b>97,554</b>	<b>134,742</b>
<b><i>Current assets</i></b>			
Inventories		13	93
Trade receivables		10,665	28,661
- of which: related parties		1,284	1,284
Tax receivables and others		6,781	10,121
Financial assets held for trading		-	-
Cash and cash equivalents		16,429	6,554
<b>Total current assets</b>		<b>33,887</b>	<b>45,429</b>
<b>Non-current assets held for sale</b>		<b>-</b>	<b>3,691</b>
<b>TOTAL ASSETS</b>		<b>131,442</b>	<b>183,862</b>

<b>CONSOLIDATED BALANCE SHEET AT 30 JUNE 2011 PURSUANT TO CONSOB RESOLUTION 15519 OF 27 JULY 2006</b>			
<b>EQUITY AND LIABILITIES</b>	<b>Note</b>	<b>30 June 2011</b>	<b>31 December 2010</b>
<b>EQUITY AND LIABILITIES</b>			
<i>Capital and reserves</i>			
Share capital		2,756	2,756
Share premium reserve		32,071	32,071
Legal reserve		950	950
Other reserves		762	3,342
- of which: related parties	2,012		2,012
Retained earnings		17,526	35,025
Net profit/(loss)		-2,264	-17,499
<b>Total equity, Group share</b>		<b>51,800</b>	<b>56,645</b>
<b>Minority interests</b>		<b>0</b>	<b>65</b>
<b>Total shareholders' equity</b>		<b>51,800</b>	<b>56,710</b>
<i>Non-current liabilities</i>			
Bank loans (due beyond one year)		21,228	28,541
Provision for risks and charges		1,271	4,141
Provision for employee termination indemnities		736	1,315
Deferred tax liabilities		0	0
Other payables due beyond one year		541	8,839
<b>Total non-current liabilities</b>		<b>23,776</b>	<b>42,836</b>
<i>Current liabilities</i>			
Trade payables		17,233	35,811
- of which: related parties	2,379		2,379
Other payables		15,849	17,911
- of which: related parties	160		160
Taxes payable		3,136	2,684
Bank overdrafts and loans (due within one year)		19,648	27,549
<b>Total current liabilities</b>		<b>55,866</b>	<b>83,955</b>
<b>Liabilities relating to assets held for sale</b>		<b>0</b>	<b>361</b>
<b>TOTAL EQUITY AND LIABILITIES</b>		<b>131,442</b>	<b>183,862</b>

## NOTES TO THE FINANCIAL STATEMENTS

### 1. Company information

Dada S.p.A. is an Italian corporation listed in the Florence Companies Register. Its head office and main operating locations are listed in the introduction to this report.

Dada S.p.A. (dada.dada.net) is an international leader in domain and hosting services and advanced online advertising solutions.

See the directors' report for further information.

### 2. Preparation criteria

The financial statements are expressed in euro (€) as this is the currency in which most of the Group's operations are conducted.

They are comprised of the statement of financial position, income statement, statement of changes in equity, statement of cash flows, and these notes.

This interim report has been prepared on a going concern basis. The Dada Group has determined that despite the difficult economic and financial context, there are no material uncertainties (per paragraph 25 of IAS 1) regarding its ability to continue as a going concern, thanks in part to measures it has taken and to the Group's flexibility.

### Compliance with IFRS

The interim consolidated financial statements have been prepared in condensed form, in accordance with IAS 34. Thus, they do not include all of the information required of annual reports and should be read in conjunction with the financial statements for the year ended 31 December 2010.

### Main accounting standards

The accounting standards adopted for the preparation of the interim financial statements are the same as those used in the Group's annual financial statements for the year ended 31 December 2010, with the exception of the following new standards and interpretations applicable from 1 January 2011:

#### ***IAS 24 Related party disclosures (amended)***

The amended version clarifies the definition of a related party and ensures symmetry in the identification of related parties. It has also introduced a significant change in the form of an exemption for government-related entities. The amendment has not affected the Group's financial position or performance.

#### ***IAS 32 Financial instruments: presentation – Classification of rights issues (amended)***

This amendment includes a change in the definition of financial liability in order to classify rights issues in foreign currency (as well as certain options and warrants) as equity when such instruments are given pro rata to all of an entity's existing owners of the same class of the entity's non-derivative equity instruments, or for the purchase of a fixed number of the entity's



own equity instruments for a fixed amount of any currency. The amendment has not affected the Group's financial position or performance.

***IFRIC 14 - Prepayments of a minimum funding requirement***

The amendment to IFRIC 14 provides guidance on assessing the recoverable amount of a net pension asset. It permits an entity to treat the prepayment of a minimum funding requirement as an asset. Application is retrospective. The amendment has not affected the Group's financial position or performance.

***IFRIC 19 - Extinguishing financial liabilities with equity instruments***

IFRIC 19 clarifies that equity instruments issued to a creditor to extinguish a financial liability qualify as consideration paid. The equity instruments issued are measured at their fair value. If this cannot be reliably determined, the instruments are measured at the fair value of the liability extinguished. Any gain or loss is recognized immediately in profit or loss.

**Improvements to IFRS (May 2010)**

In May 2010 the IASB issued a series of improvements to the International Financial Reporting Standards. The Dada Group has applied the changes since 1 January 2011. The adoption of the following improvements has entailed changes in the accounting policies but has not affected the Group's financial position or performance.

► ***IFRS 3 Business combinations***

The available alternatives for measuring non-controlling interests have been amended. Only non-controlling interests that are present ownership interests and entitle their holders to a proportionate share of the acquiree's net assets in the event of liquidation can be measured at either fair value or the proportionate share of the acquiree's net identifiable assets. All other components should be measured at fair value.

► ***IFRS 7 Financial instruments - disclosures***

The amendment aims to simplify disclosures by reducing the volume of information on collateral held and to improve disclosures by requiring qualitative in addition to quantitative information.

► ***IAS 1 - Presentation of financial statements***

The amendment clarifies that an entity may present the analysis of other comprehensive income either in the statement of comprehensive income or in the notes to the financial statements.

► ***IAS 34 - Interim financial reporting***

IAS 34 now requires additional disclosures in the interim financial statements about fair value and changes in the classification of financial assets, as well as changes in contingent assets and contingent liabilities.

Other IFRS improvements concerning the following standards did not affect the Company's accounting policies, financial position or performance:

► ***IFRS 3 Business combinations*** (contingent consideration from business combinations that took place before the adoption of IFRS 3 [2008] and share-based payments replaced voluntarily or not replaced) and their accounting treatment in the context of a business combination

► ***IAS 27 Consolidated and separate financial statements*** - application of the transitional provisions of IAS 27 (2008 revision) to the standards consequently modified.

- ▶ **IFRIC 13 Customer loyalty programs** – in calculating the fair value of award credits, an entity must consider discounts and incentives that would otherwise be offered to customers not participating in the loyalty programs.

## Consolidation procedures

The interim condensed consolidated financial statements include the results of the parent company, Dada S.p.A., and of its subsidiaries at and for the half-year ended 30 June 2011. In accordance with the accounting standards followed, a company qualifies as a subsidiary if it is controlled by Dada S.p.A., meaning that Dada S.p.A. has the power to govern its financial and operating policies so as to obtain benefits from its activities.

The results of subsidiaries acquired or sold during the year are included in the consolidated income statement as from the effective date of acquisition or until the effective date of disposal.

All significant transactions and the resulting balances between Group companies have been eliminated in the consolidation. Business combinations are recorded using the acquisition method, as detailed below.

Non-controlling interests in the net assets of consolidated subsidiaries are identified separately from Group equity, and are determined based on the percentage held by non-controlling shareholders of the fair value of the assets and liabilities recognized on the date of the original combination and of changes in equity since that date.

Subsequently, profit or loss is attributed to non-controlling interests according to their percent ownership, and losses are attributed to non-controlling interests even if this results in their having a deficit balance.

Changes in a parent's ownership interest in a subsidiary that do not result in a loss of control are accounted for as equity transactions.

If the parent loses control of a subsidiary, it:

- Derecognizes the assets (including any goodwill) and liabilities of the subsidiary
- Derecognizes the carrying amount of any non-controlling interests in the former subsidiary
- Derecognizes exchange gains and losses included in equity
- Recognizes the fair value of the consideration received
- Recognizes the fair value of any investment retained in the former subsidiary
- Recognizes any resulting difference as a gain or loss
- Reclassifies its share of amounts previously recognized in other comprehensive income to profit or loss or retained earnings, as appropriate.

The separate financial statements of each Group company are prepared in the currency of the primary business environment in which it operates (functional currency). For purposes of the consolidated financial statements, the financial statements of each foreign entity are expressed in euro, which is the functional currency of the Group and the presentation currency of the consolidated financial statements.

All assets and liabilities of consolidated foreign companies that use a currency other than the euro are translated at the exchange rates in force at the close of the year (current rate method). Income and costs are translated at the average exchange rate for the year. Exchange gains and losses resulting from this method, the difference between net equity at the start of the period translated at current exchange rates versus historical exchange rates, and the

difference between the net profit or loss expressed at average and current exchange rates are allocated to "Other reserves" under equity until the investment is sold.

When a foreign company is disposed of, the cumulative exchange differences recognized in equity that pertain to that particular company are transferred to profit or loss.

The exchange rates used to translate the financial statements of consolidated companies into euro are shown in the table below.

CURRENCY	AVERAGE EXCHANGE RATE 6M 2011	AVERAGE RATE THROUGH 31.05.11 FOR DADA.NET GROUP	AVERAGE EXCHANGE RATE 6M 2010	AVERAGE EXCHANGE RATE 12M 2010
US dollar	1.403	1.396	1.327	1.326
Canadian dollar		1.363	1.372	1.365
Brazilian real		2.284	2.384	2.331
British pound	0.868		0.870	0.858

CURRENCY	EXCHANGE RATE ON 30 JUNE 2011	EXCHANGE RATE ON 31 MAY 2011 FOR DADA.NET GROUP	EXCHANGE RATE ON 30 JUNE 2010	EXCHANGE RATE ON 31 DECEMBER 2010
US dollar	1.445	1.439	1.227	1.336
Canadian dollar		1.399	1.289	1.332
Brazilian real		2.276	2.208	2.218
British pound	0.903		0.817	0.861

## Scope of consolidation

The Dada Group's scope of consolidation has changed since 31 December 2010, due to the extraordinary transactions involved in the sale of Dada.net S.p.A. See the directors' report for further information. A list of consolidated companies is provided in the annex.

## MAIN RISKS AND UNCERTAINTIES

### Market risks

With regard to risks associated with trends in the industry and the economy at large, our business is influenced by general economic conditions, which may vary from one market to the next. An economic crisis and the resulting decline in consumption can hurt sales of some of the Group's services, while this risk is lessened for domain & hosting products offered by the Dada.pro Division.

The Dada Group's market is highly competitive, due to constant innovation and technological advancements and to the entry of new competitors. Such an environment requires a non-stop commitment to offering new and improved services in order to maintain one's position in the market.

In Italy as in other countries, the industry is also strictly regulated with regard to personal privacy, consumer protection, and rules for commercial communications and for the telecommunications business in general. Such regulations are already affecting the business and their impact is likely to grow, with possible consequences for profitability throughout the market.

In this respect, some Group companies are or could soon be involved in disputes or affected by supervisory or regulatory decisions regarding the provision of services.

### Financial risks

The Dada Group's international expansion, including through the acquisition of important operating companies, has increased its financial risks. Of growing significance are exchange risk, due to the increase in foreign-currency revenue; interest rate risk, with the loans taken out to finance the acquisition of Namesco Ltd., the Amen Group, Poundhost and other companies; and liquidity risk, reflecting the potential changes in borrowing requirements.

Given its numerous acquisitions in recent years, particularly abroad, the Dada Group is intent on arranging solid reporting and monitoring procedures for exchange risk and interest rate/liquidity risk, and on reinforcing the corporate division in charge of financial risk management.

Due to the sale of the Dada.net Division, as discussed in the introduction to this report, there have been significant changes in the structure and composition of the risks to which the Group is exposed.

To hedge interest rate risk, a 3.81% IRS was taken out with a major bank regarding the loan of €15 million outstanding at 30 June 2011 with the subsidiary Register.it. The fair value of this derivative instrument is recorded in an equity reserve in accordance with IAS 39. Two interest rate caps were also arranged with major banks: one with a strike rate of 3.5% on principal of €5.6 million, and one with a strike rate of 3% on principal of €4.5 million. The fair value adjustment relative to both caps (€11 thousand) was posted in full to the income statement for the first half of 2011. Exchange risk has been hedged through forward contracts for the purchase or sale of U.S. dollars, the effect of which has been fully recognized in the income statement.

Liquidity risk

Liquidity risk is managed by the Dada Group on a centralized basis. To optimize use of the Group's liquidity, the parent company Dada S.p.A. has a cash pooling agreement with its subsidiaries Register.it S.p.A. and Fueps S.p.A. Register.it S.p.A. also has a cash pooling agreement with its French subsidiary Amen SA.

At 30 June 2011 the Group had credit lines of €58.6 million, of which €42 million drawn down.

Exchange risk

The Group's international expansion and scope of operations now expose it to fluctuations in exchange rates, especially EUR/GBP and EUR/USD. This exposure to exchange risk is the result of sales or purchases made in currencies other than the euro, and of company assets denominated in foreign currencies. Approximately 30% of the Group's sales are denominated in a currency other than the euro, while about 24% of its costs are expressed in foreign currency (USD).

In the first half of 2011, the Group engaged in currency forwards in order to hedge its exchange rate risk.

Credit risk

The Group's exposure to credit risk is related to trade and financial receivables. The Dada.pro Division assumes the credit risk associated with part of its advertising business, while the risk for the domain & hosting business is limited as fees are generally paid in advance.

With regard to financial receivables, investments are only made with banks of the highest standing.

Price risk

The Group is not exposed to significant price volatility risk.

**Risks from contractual conditions agreed for the sale of the Dada.net Division**

Terms of payment

Out of the full provisional price for the sale of Dada.net, an installment of €30,112,000.00 was paid in cash on 31 May 2011. By contract, the remainder will be paid after the closing. More specifically:

(i) a second installment of €1,000,000.00 must be paid at a later date to be determined on the basis of criteria established in the contract, but in any case no later than 24 months from the date of closing; and

(ii) €2,750,000.00 was placed in an escrow account on the date of closing and must remain in that account for the subsequent twelve months, to service the standard representations and warranties. At 30 June 2011, the exact date on which the second installment will be paid is unknown, while the sum in the escrow account could be reduced or eliminated if the seller is forced to indemnify the buyer in accordance with the terms of the contract.

Earn-out

In addition to the final price, the contract also requires the buyer to pay an earn-out if, within three years of the closing, all or part of Dada.net's interest in Giglio is sold or some of Giglio's operations are disposed of such that a capital gain is realized with respect to an established amount, as detailed in the contract.

In this case, the buyer shall pay the seller a sum in proportion to the capital gain realized from the disposal of Giglio, up to a maximum earn-out of €2,500,000.00. However, the

disposal of Giglio could fail to take place or could occur under conditions that fail to produce a capital gain or otherwise to satisfy the conditions requiring the earn-out to be paid.

The Dada Group will recognize the earn-out only when the conditions for its payment have been met.

Representations, warranties and penalties in the event of non-fulfillment

The Group has given the buyer certain representations and warranties, typical of this kind of transaction, with respect to Dada.net, its wholly-owned subsidiaries, Giglio and Youlike.

Should the buyer, Dada.net, its wholly-owned subsidiaries, Giglio and/or Youlike become liable for any out-of-period expenses, costs or charges due to non-fulfillment of the representations and warranties made by the seller, the seller will be required to indemnify and hold harmless the buyer for the amount of such liabilities, provided that the total sum of the individual losses exceeding a given minimum amount exceeds an established threshold, for a total maximum penalty of €7,125,000.00.

Special penalties

In addition to the representations and warranties mentioned above, the contract for the sale of Dada.net provides for other penalties for the seller under expressly stated circumstances that expose the buyer, Dada.net, and/or any other company within the scope of the sale to further liabilities. The seller shall indemnify and hold harmless the buyer for the amount of any such liabilities that arise, provided this penalty exceeds the specific thresholds laid down in the contract. In specified cases, an additional ceiling of €2,175,000.00 will apply on top of the maximum penalty listed above.

Risks from reconciliation with telephone companies and aggregators

The contract with Buongiorno S.p.A. includes a reconciliation clause with respect to the amounts due by Dada.net and its wholly-owned subsidiaries to telephone companies or aggregators and vice versa, for reconciliations carried out by telephone companies or aggregators in the twelve months following the date of closing on amounts paid or received, as applicable, by Dada.net or its wholly-owned subsidiaries in the twelve months preceding the date of closing, on the basis of statements shared between the parties. Therefore, by virtue and within the limits of such provisions, the Group may be required to pay the buyer any amount it may be due as a result of such reconciliations by telephone companies or aggregators.

Risks relating to the non-compete clause

By contract the seller is prohibited from doing significant business, directly or indirectly, that competes with the business currently performed by Dada.net and/or its wholly-owned subsidiaries, in Italy and the United States for a period of 18 months from the date of closing. The seller has also agreed not to hire individuals who, as of the contract date or during the preceding 30 days, were employees or contract workers of Dada.net, its wholly-owned subsidiaries or other companies in the Buongiorno group, or who become such in the 18 months following the closing. The buyer has agreed to the same restrictions concerning the personnel of the Dada Group.

With regard to the earn-out right and the penalty and reconciliation obligations stated in the contract, at 30 June 2011 the Company had recognized no assets and no liabilities, as it currently estimates that nothing will be received or paid. Should the above situations concerning the sale of Dada.net come to pass, this could generate liabilities for Dada S.p.A. and the Dada Group and change the economic effects of the sale.

Risks of the reduced scope of operations

The sale of Dada.net has reduced the Group's scope of operations which, post-sale, will essentially be focused on professional domain and hosting services and scalable advertising. That said, Dada.net is active in extremely competitive business environments and has suffered decreasing performance in recent years.

Risks associated with changes in the Dada Group due to the sale

The sale of Dada.net means significant changes in the Dada Group's business, corporate structure, organization and ownership of assets, potentially exposing it to problems, expenses and execution risks in connection with the refocusing process mentioned above. Moreover, by contract, any events arising from such risks that concern the Dada.net companies being sold could generate liabilities or price adjustments for Dada.

## Seasonal trends

The Dada Group's main operations are not affected by seasonal trends that could influence results for the period.

## 4. Segment reporting pursuant to IFRS 8

For operational purposes the Dada Group is organized into divisions or business units. Until 31 December 2010 these consisted of the Dada.net Division and the Dada.pro Division, plus the Corporate Division for support services.

Due to Dada S.p.A.'s sale of 100% of Dada.net S.p.A. and all of that company's main direct subsidiaries (further to a 13% buy-back of Dada.net), as announced to the market on 19 April 2011, the Group's structure has been revised significantly and can now be summarized as follows:

- a) Dada.pro: automatically provided services such as domain registration, fee-based e-mail and hosting, as well as digital advertising via mobile and web;
- b) Corporate: corporate services for the business units.  
Revenue is earned by charging Group companies for services such as administration, finance, taxation, planning & control, purchasing, legal & corporate, communications, human resources, facility management, general services and ICT.
- c) Other: covers the remaining income from the businesses previously operated by Clarence S.r.l. and Fueps S.p.A., which fell under the Dada.net division but are not being sold to Buongiorno.

The Dada.pro Division is headed by Register.it S.p.A., which owns Nominalia SL, Namesco Ltd., Namesco Ireland Ltd., Namesco Inc., and the companies in the Amen and Poundhost groups.

The following income statements by division present costs and revenue specific to each area. Financial activities and income taxes are not included in the divisional results.

Costs and revenue are considered before interdivisional transactions, which are eliminated in the consolidation process (see the "adjustments" column).

Management separately monitors the operating results of its business units in order to decide how to allocate resources and measure performance. A segment's performance is evaluated on the basis of business volumes and operating margin. Net financial income/charges and taxes are addressed at Group level and are not allocated to each division.

Comparative figures for the first half of 2010 have been restated to reflect this new structure.

See the directors' report for comments on the main items in the tables below.

## Income statement by business segment for the half-year to 30 June 2011

1H 2011							
Segment reporting	Dada Pro	Corporate	Other	Adjustments	Continuing operations	Discontinued operations	Consolidated
Revenue - Italy	13.261	335	42		13.638		13.638
Revenue - abroad	26.571		0		26.571		26.571
Revenue - interdivisional	347	2.109	0	-2.456	0		0
<b>Net revenue</b>	<b>40.179</b>	<b>2.444</b>	<b>42</b>	<b>-2.456</b>	<b>40.209</b>	<b>0</b>	<b>40.209</b>
Increase in own work capitalized	1.768	0			1.768		1.768
Cost of services	-28.239	-2.252	-110	2.456	-28.145		-28.145
Payroll costs	-8.381	-1.350	-34	0	-9.765		-9.765
<b>Segment Ebitda</b>	<b>5.327</b>	<b>-1.158</b>	<b>-102</b>	<b>0</b>	<b>4.067</b>	<b>0</b>	<b>4.067</b>
Depreciation, amortization and impairment losses	-3.454	-394	-18		-3.866		-3.866
Impairment losses, provisions and non-current assets	-571	-3.038		1.219	-2.390		-2.390
<b>Ebit</b>	<b>1.302</b>	<b>-4.590</b>	<b>-120</b>	<b>1.219</b>	<b>-2.189</b>	<b>0</b>	<b>-2.189</b>
Financial assets					-1.785		-1.785
<b>Profit (loss) before taxes</b>					<b>-3.974</b>	<b>0</b>	<b>-3.974</b>
Income taxes					-636		-636
<b>Group &amp; non-controlling interests profit (loss)</b>					<b>-4.610</b>	<b>0</b>	<b>-4.610</b>
Non-controlling interests					0		0
Profit (loss) fr. discontinued operations						2.346	2.346
<b>Group net profit/(loss)</b>					<b>-4.610</b>	<b>2.346</b>	<b>-2.265</b>



## Income statement by business segment for the half-year to 30 June 2010

1H 2010							
Segment reporting	Dada Pro	Corporate	Other	Adjustments	Continuing operations	Discontinued operations	Consolidated
Revenue - Italy	18.093	0	182	0	18.276		18.276
Revenue - abroad	17.920	0	0	0	17.920		17.920
Revenue - interdivisional	941	2.452	0	-3.393	0		0
<b>Net revenue</b>	<b>36.955</b>	<b>2.452</b>	<b>182</b>	<b>-3.393</b>	<b>36.196</b>		<b>36.196</b>
Increase in own work capitalized	2.278	0	0	0	2.278		2.278
Cost of services	-25.991	-2.579	-2.447	3.393	-27.623		-27.623
Payroll costs	-7.239	-1.283	-227	0	-8.749		-8.749
<b>Segment Ebitda</b>	<b>6.003</b>	<b>-1.410</b>	<b>-2.491</b>	<b>0</b>	<b>2.102</b>		<b>2.102</b>
Depreciation, amortization and impairment losses	-3.433		-2.436	744	-5.126		-5.126
Impairment losses, provisions and non-current assets	-484		-155		-639		-639
<b>Ebit</b>	<b>2.085</b>	<b>-1.410</b>	<b>-5.082</b>	<b>744</b>	<b>-3.663</b>		<b>-3.663</b>
Financial assets					-1.170		-1.170
<b>Profit (loss) before taxes</b>					<b>-4.833</b>		<b>-4.833</b>
Income taxes					767		767
<b>Group &amp; non-controlling interests profit (loss)</b>					<b>-4.066</b>		<b>-4.066</b>
Non-controlling interests					0		0
Profit (loss) fr. discontinued operations						2.350	2.350
<b>Group net profit/(loss)</b>					<b>-4.066</b>	<b>2.350</b>	<b>-1.716</b>

## Geographical breakdown of Dada Group revenue

	1H 2011		1H 2010	
	Amount	% of total	Amount	% of total
Revenue Italy	13,638	34%	18,276	50%
Revenue abroad	26,571	66%	17,920	50%
<b>Consolidated revenue</b>	<b>40,209</b>		<b>36,196</b>	

## 5. Assets, liabilities and profit (loss) from discontinued operations

See the directors' report for a detailed description of the sale of E-box S.r.l. and the Dada.net Group. All transaction costs for the sale of Dada.net to Buongiorno S.p.A. (amounting to €1.2 million) are included in the item "profit (loss) from discontinued operations," along with the other costs and income falling within the perimeter of the division sold.

The following table details the profit from discontinued operations for the first half of 2011:

### Detail of discontinued operations:

	Balance at 30/06/2011
Profit of companies sold	577
Transaction costs	-1,219
Tax effect of transaction costs	333
Translation reserve recognized in the income statement	-1,013
Capital gain on Dada.net	3,405
Capital gain on E-Box for Dada S.p.A.	264
<b>Total profit from discontinued operations</b>	<b>2,346</b>

The calculation of the capital gain on the sale of Dada.net (€3.4 million) is shown below:

### Capital gain on Dada.net

	Balance at 30/06/2011
Fixed assets disposed	31,867
Current and financial assets disposed	33,260
<b>Total assets disposed</b>	<b>65,126</b>
Current and financial liabilities disposed	-30,810
Non-current liabilities disposed	-3,859
<b>Total liabilities disposed</b>	<b>-34,669</b>
<b>(A) Net value disposed</b>	<b>30,457</b>
<b>(B) Sale proceeds</b>	<b>33,862</b>
<b>(A-B) Capital gain on the sale of Dada.net</b>	<b>3,405</b>

The table below breaks down the profit of companies sold between 1 January 2011 and 31 May 2011, when these operations were discontinued:

**Profit of companies sold**

	<b>Balance at 30/06/2011</b>
Revenue - discontinued operations	30,688
Change in inventories and increase in own work capitalized - discontinued operations	275
Costs - discontinued operations	-30,387
<b>Profit of companies sold</b>	<b>577</b>

The total positive impact of discontinued operations on cash and cash equivalents came to €33.2 million:

	<b>Dada.net</b>	<b>E-box S.r.l.</b>	<b>Total</b>
Cash consideration	32,862	2,400	35,262
Cash transferred	- 2,340	313	- 2,027
<b>Total</b>	<b>30,522</b>	<b>2,713</b>	<b>33,235</b>

## 6. Goodwill and impairment

Movements in goodwill in the first half 2011 are reported in the table below:

	31/12/10	Incr.	Decr.	Discontinued operations	Exchange differences	30/06/11
Register.it S.p.A.	7,119					7,119
DadaNet S.p.A.	0					0
Clarence S.r.l.	0					0
Dada Entertainment Inc.	23,635			(21,954)	(1,681)	0
Nominalia SL	8,550					8,550
Dada Brasil Serviços de Tecnologia Ltda	14			(14)		0
Dada Iberia SL	10			(10)		0
Namesco Ltd	31,080				(1,439)	29,641
Merger deficit	899					899
Amen Group	22,339				(83)	22,256
E-Box S.r.l.	0					0
Giglio Group S.p.A.	753			(753)		0
Poundhost Group	7,611				(352)	7,258
Fueps S.p.A.	0					0
<b>Total</b>	<b>102,011</b>	<b>0</b>	<b>0</b>	<b>(22,731)</b>	<b>(3,556)</b>	<b>75,723</b>

### Discontinued operations

The decrease shown under this heading refers entirely to the extraordinary transactions described in the directors' report. With the sale of E-box S.r.l. and Dada.net, the related goodwill has been derecognized in the amount of €22.7 million.

### Exchange differences

Goodwill in foreign currency is translated at the period-end exchange rates reported on page 43 of these notes. The EUR/GBP translation for goodwill pertaining to Namesco Ltd., Amen Ltd. and the companies in the Poundhost Group increased goodwill by €1.4 million, €0.1 million and €0.4 million, respectively. Cumulative exchange differences regarding the U.S. company Dada Ent Inc. increased during the period by €1.7 million, and were completely reversed upon the sale of Dada.net.

### Impairment testing

As required by IAS 36, impairment testing is carried out at least once a year upon preparation of the year-end financial statements, and whenever there are signs of impairment. The recoverable amount of the cash generating units to which goodwill has been allocated is verified by calculating value in use.

All CGUs currently making up the Dada Group were reviewed for signs of impairment. Including an analysis of final results with respect to the forecasts used for year-end impairment testing, this review presented no need to perform further tests at the half-year point. Therefore, the amount of goodwill recognized at the end of 2010 is deemed to be confirmed.

## 7. Non-recurring charges

Non-recurring charges in the first half of 2011 and 2010 are shown in the table below:

	1H 2011	1H 2010	Change
Other operating costs: non-recurring	1,676	199	1,477
Provisions: non-recurring	500	200	300
<b>Total</b>	<b>2,176</b>	<b>399</b>	<b>1,777</b>

Non-recurring charges amounted to €2.2 million for the first half of 2011, compared with €0.4 million last year.

Non-recurring operating costs consist mainly of personnel expenses that were defined and settled during the period. These include leaving incentives for the previous chairman, in February 2011, as described in the directors' report.

Non-recurring provisions cover severance pay that was defined but not yet settled at the close of the period.

In 2010, non-recurring charges were of the same nature.

## 8. Income taxes

The following table breaks down the tax charge for the first half of 2011 and 2010:

	Balance at 30/06/2011	Balance at 30/06/2010	Change
IRAP	-187	-175	-12
IRES	-173	-226	53
Prior-year current taxes			0
Other movements in taxes	-333		-333
Deferred tax assets	57	1,168	-1111
Deferred tax liabilities	0	0	0
<b>Total</b>	<b>-636</b>	<b>767</b>	<b>-1,403</b>

Movements in deferred tax assets in the first half of 2011 are shown below:

	Balance at 31/12/2010	Incr. for the period	Utiliza- tions for the period	Exchange differences	Other move- ments	Discontinued operations	Balance at 30/06/2011
Deferred tax assets	6,555	147	- 12	- 120	- 73	- 1,442	5,055
Deferred tax liabilities							0
<b>Total</b>	<b>6,555</b>	<b>147</b>	<b>-12</b>	<b>-120</b>	<b>-73</b>	<b>-1,442</b>	<b>5,055</b>

Deferred tax assets, recognized in the interim financial statements in the amount of €5.1 million, originate from:

- temporary differences recoverable in the short term for the writedown of receivables and the provision for risks and charges, and for all other adjustments made for tax purposes that will be recovered over the next few years (€1.8 million), as well as temporary differences between financial statement figures and the amounts recognized for tax purposes;

- the forecast recovery of tax losses (€3.2 million), determined using a time horizon (from one to five years) allowing the projection of taxable income. For the sake of prudence, deferred tax assets have been recognized in proportion to the income the company is likely to earn.

Fiscal losses that can be carried forward to subsequent years amount to €27.2 million, of which €14.5 million can be carried forward indefinitely. Losses on which deferred tax assets have not been recognized come to €15.4 million.

Utilizations relate to the IRES (corporate income tax) charge for the period, while the increase was determined in accordance with the declared accounting standard.

Other movements include the elimination of deferred tax liabilities previously recognized by U.S. companies (with balancing entries under deferred tax assets), which are no longer due as a result of the merger carried out in April 2011. Other decreases include the release of deferred tax assets that can no longer be recovered.

Deferred tax assets also decreased due to the sale of Dada.net, in the amount of €1.4 million pertaining to the U.S. subsidiary Dada Ent. Inc.

## 9. Assets held for sale

At the date of the interim report there were no assets held for sale.

## 10. Other comprehensive income

This item, recognized under equity and included in the statement of comprehensive income, is made up as follows:

	1H 2011			1H 2010		
	Gross value	Tax benefit/(charge)	Net value	Gross value	Tax benefit/(charge)	Net value
Gains/(losses) on cash flow hedges	262	-72	190	116	-32	84
Gains/(losses) from the translation of foreign currency financial statements	-2,517		-2,517	4,283		4,283
Gains/(losses) from equity transaction rule	-253		-253	-932		-932
<b>Total other gains/(losses)</b>	<b>-2,508</b>	<b>-72</b>	<b>-2,580</b>	<b>3,467</b>	<b>-32</b>	<b>3,435</b>

## 11. Intangible assets

The following table reports movements in intangible assets:

	Balance at 31/12/10	Incr.	Decr.	Other mov.	Exchange differences	Discontinued operations	Amort./deprec. - continuing op.	Amort./deprec. - discontinued op.	Balance at 30/06/11
Goodwill	102,011		0		-3,556	-22,731	0		75,724
<b>Total goodwill</b>	<b>102,011</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-3,556</b>	<b>-22,731</b>	<b>0</b>		<b>75,724</b>
Product/service development costs	9,882	1,767	0	310	-21	-3,032	-1,127	-1,095	6,684
Concessions, licenses and brands	228	43	0	31	7	-142	-56	-32	79
Other	2,609	151	0	32	0	-495	-777	-115	1,405
Patents and other rights	1,088	0	0	1,122	0	-1,849		-361	0
Assets under development and advances	0	0	0	0	0		0		0
<b>Total intangible assets</b>	<b>13,807</b>	<b>1,961</b>	<b>0</b>	<b>1,495</b>	<b>-14</b>	<b>-5,518</b>	<b>-1,960</b>	<b>-1,603</b>	<b>8,168</b>
<b>Total</b>	<b>115,818</b>	<b>1,961</b>	<b>0</b>	<b>1,495</b>	<b>-3,570</b>	<b>-28,249</b>	<b>-1,960</b>	<b>-1,603</b>	<b>83,892</b>

Increases for the half-year in intangible assets came to €2 million (€4.6 million the previous year, including purchases by the Dada.net Division): €1.8 million for product development, €43 thousand for the purchase of licenses and brands, and €151 thousand for the purchase of software necessary for provision of the Group's services.

More specifically, increases for "product/service development costs" refer to the capitalization of internal expenses incurred to develop new products and services, mostly concerning the platforms of the Dada.pro Division.

In the first three months of 2011 these activities were concentrated in the Dada.pro Division, which continued to develop the product "Simply," completed the integration with the Amen Group store, and worked on aftermarket domain search and the new shared hosting and save and keep product.

These assets are capitalized on the basis of their future profitability and in accordance with the criteria established by international accounting standards.

Their recognition is supported by a careful evaluation of the future economic benefits of these services.

They are amortized on a straight-line basis over five years, which represents the estimated useful life of the projects.

Discontinued operations (and the relative depreciation and amortization) refer to the Dada.net Group, sold on 31 May 2011.



## 12. Property, plant and equipment

Movements in property, plant and equipment in the first half of 2011 and 2010 are reported below:

	Balance at 31/12/10	Incr.	Decr.	Other mov.	Exchange differences	Discontinued operations	Amort./deprec. - continuing op.	Amort./deprec. - discontinued op.	Balance at 30/06/11
Plant and EDP machines	11,036	1,378	-5	14	-3,444	-106	-1,698	-547	6,628
Furniture and fittings	1,047	27	0	0	-52	-1	-202	-4	815
Other	78	0	0	0	-28	-12	-5	-14	19
	0	0	0	0	0	0	0		0
<b>TOTAL</b>	<b>12,161</b>	<b>1,405</b>	<b>-5</b>	<b>14</b>	<b>-3,524</b>	<b>-119</b>	<b>-1,905</b>	<b>-565</b>	<b>7,462</b>

Most of the increase in plant and machinery (€1.4 million, compared with €2.2 million in the first half of 2010) concerns the purchase of servers and the installation of new equipment to enhance the server farm and the networking and storage systems.

The increase in furniture and fittings (€27 thousand) concerns the new premises of Dada Group companies in Italy and abroad.

Discontinued operations (and the relative depreciation and amortization) refer to the Dada.net Group, sold on 31 May 2011.

## 13. Trade and other receivables

Trade and other receivables at 30 June 2011 were made up as follows:

	Balance at 30/06/11	Balance at 31/12/10	Change	% change
Trade receivables	13,992	32,121	-18,129	-56%
Provision for doubtful accounts	-3,327	-3,460	133	-4%
	<b>10,665</b>	<b>28,661</b>	<b>-17,996</b>	<b>-63%</b>
Tax receivables	1,815	2,702	-887	-33%
Other receivables	2,487	4,038	-1,551	-38%
Prepayments	2,479	3,381	-902	-27%
	<b>6,781</b>	<b>10,121</b>	<b>-3,340</b>	<b>-33%</b>
<b>Total</b>	<b>17,446</b>	<b>38,782</b>	<b>-21,336</b>	<b>-55%</b>

Consolidated trade receivables at 30 June 2011 came to €10.7 million, net of the provision for doubtful accounts, compared with €28.7 million at 31 December 2010, when they still included the trade receivables of the Dada.net businesses (mostly from telephone companies).

On a like-for-like basis, trade receivables 31 December 2010 would amount to €11.2 million and would therefore be in line with the present balance.

The rest of this item consists primarily of receivables from the now discontinued advertising concession business (mostly with media agencies), and from scalable advertising.

There are no trade receivables due beyond one year that would require an assessment of financial loss.

The company estimates that the carrying value of trade and other receivables approximates their fair value.

The increase of €214 thousand in the provision for doubtful accounts reflects the prudent writedown of receivables that became problematic during the period due to the financial difficulties of certain customers. The provision was utilized in the amount of €66 thousand during the first six months of the year, and the change in the scope of consolidation had a further impact of €382 thousand.

At 30 June 2011, the provision for doubtful accounts was sufficient to cover potential losses on all trade receivables.

"Other receivables" include, among other items, deposits with domain registration authorities (€1.2 million) and advances on guaranteed minimum contracts with telephone companies. Tax receivables consist of advances paid on direct taxes, withholding tax incurred, and other credits. Prepayments refer to service costs pertaining to periods beyond the end of June, such as domain & hosting costs.

## 14. Net debt

The following table breaks down net debt at 30 June 2011 and at the end of 2010:

FINANCIAL POSITION					
In EUR/ooo		30/06/11	31/12/10	DIFFERENCE	
				Absolute	%
A	Cash on hand	65	33	32	97%
B	Bank and post office deposits	13,024	6,521	6,503	100%
C	Cash and cash equivalents (A+B)	13,089	6,554	6,535	100%
D	Time deposits and other receivables	3340		3340	100%
E	Derivatives	45	111	-66	-59%
F	Other financial receivables	3,385	111	3,274	100%
G	<b>Total financial assets (C+F)</b>	<b>16,474</b>	<b>6,665</b>	<b>9,809</b>	<b>147%</b>
H	Current credit lines and account overdrafts with banks	-5,850	-14,942	9,092	-61%
I	Current bank borrowings	-13,797	-12,607	-1,190	9%
L	Other current financial payables	-544	-380	-164	43%
M	Current portion of derivatives	-336		-336	100%
N	Current debt (H+I+L+M)	-20,527	-27,929	7,402	-27%
O	Non-current bank borrowings	-21,228	-28,542	7,314	-26%
P	Other non-current financial payables				
Q	Non-current portion of derivatives	-205	-839	634	100%
R	Non-current debt (O+P+Q)	-21,433	-29,381	7,948	-27%
S	<b>Total financial liabilities (N+R)</b>	<b>-41,960</b>	<b>-57,310</b>	<b>15,350</b>	<b>-27%</b>
T	<b>Net financial position (G+S)</b>	<b>-25,486</b>	<b>-50,645</b>	<b>25,159</b>	<b>-50%</b>

Cash and cash equivalents are detailed below:

	Balance at 30/06/11	Balance at 31/12/10	Change	% change
Bank and post office deposits	13,024	1,640	11,384	694%
Other financial receivables	3,340		3,340	
Cash and valuables on hand	65	10	55	550%
<b>Total</b>	<b>16,429</b>	<b>1,650</b>	<b>14,779</b>	<b>895.70%</b>

The total represents liquidity at major banks and cash on hand at the end of the period. The significant improvement reflects the extraordinary transaction concluded at the end of May, the financial effects of which are described in the directors' report under net financial position.

The balance includes €2.75 million in an escrow account regarding the sale of the Dada.net Group to Buongiorno.it (receivable one year from the closing) and €0.4 million for the sale of E-box S.r.l. (also receivable one year from the closing).

Italian bank deposits, concentrated mainly at two banks, pay interest at the three-month Euribor less 0.3-0.5%.

Non-current financial assets also include the €1 million still due from Buongiorno for the sale of Dada.net. For further information, see the directors' report where it describes the sale of the Dada.net Group to Buongiorno.it. This amount has not been discounted because the effect would be irrelevant.

The table below details loans and borrowings and their movements during the period:

	Balance at 31/12/10	Incr.	Decr.	Other changes	Balance at 30/06/11
Loans:					
non-current portion of loans due to banks	27,616		-6,454	66	21,228
current portion of loans due to banks	9,931	6,454	-2,650	63	13,798
<b>Subtotal</b>	<b>37,547</b>	<b>6,454</b>	<b>-9,104</b>	<b>129</b>	<b>35,026</b>
Account overdrafts	7,174		-6,324		850
Credit lines	3,000	2,000			5,000
Other	380	164			544
<b>Subtotal</b>	<b>10,554</b>	<b>2,164</b>	<b>-6,324</b>	<b>0</b>	<b>6,394</b>
<b>Grand total</b>	<b>48,101</b>	<b>8,618</b>	<b>-15,428</b>	<b>129</b>	<b>41,420</b>

Financial liabilities consist of account overdrafts, the current and non-current portion of loans and finance leases, and the intercompany account with RCS Mediagroup for €0.5 million.

The short-term portion of loans and finance leases (due within one year) is classified under current liabilities.

The loans taken out by the Dada Group finance the various acquisitions carried out in recent years. At 30 June 2011, Register.it S.p.A. had the following loans outstanding:

- an amortizing loan taken out on 22 December 2010 with a remaining balance of €17.6 million, charging interest at the six-month Euribor plus a variable spread based on price lists, hedged by two interest rate caps with respective strike rates of 3.5% and 3%. This loan was further reduced by using some of the cash reported above to pay back an additional €3 million on top of the six-month installment of €1.6 million, bringing the balance payable as of July to €13 million;

- an amortizing loan taken out on 19 July 2007 with a remaining balance of €15 million, charging interest at the one-, three- or six-month Euribor plus a variable spread based on price lists, hedged by an interest rate swap at 3.81%; a stand-by credit facility of €1.5 million, charging interest at the one-, three- or six-month Euribor plus 1.5%, maturing on 30 December 2011 and contracted on 6 May 2010.

Namesco Ltd. has an amortizing loan charging interest at the bank's sterling base rate plus a spread of 2.25%, with a remaining balance of GBP 0.6 million at 20 June 2011.

Poundhost has finance leases with remaining payments due of GBP 0.3 million.

Dada S.p.A. is paying back a credit facility of €5 million charging interest at the one-month Euribor plus 2.0%, as well as €0.9 million in account overdrafts and €0.5 million due on an intercompany account with RCS Mediagroup.

The long-term loans the Group has contracted over the years involve acceleration clauses on amounts totaling €32.6 million. More specifically, lenders can call in loans for immediate repayment if the Group's debt-to-equity ratio reaches 3.5 (for certain loans) or exceeds 5 (for others), or if its ratio of EBITDA to net financial charges goes higher than 5.

For further information on movements in liquidity during the period, see the directors' report and the statement of cash flows.

## 15. Trade and other payables

Trade and other payables at 30 June 2011 were made up as follows:

	Balance at 30/06/11	Balance at 31/12/10	Change	% change
Trade payables	17,233	35,810	-18,577	-52%
	<b>17,233</b>	<b>35,810</b>	<b>-18,577</b>	<b>-52%</b>
Taxes payable	3,136	2,684	452	17%
	<b>3,136</b>	<b>2,684</b>	<b>452</b>	<b>17%</b>
Other payables	2,363	3,857	-1,494	-39%
Due to social security institutions	807	1,324	-517	-39%
Deferred income	12,679	12,730	-51	0%
	<b>15,849</b>	<b>17,911</b>	<b>-2,062</b>	<b>-12%</b>
<b>Total</b>	<b>36,218</b>	<b>56,405</b>	<b>-20,187</b>	<b>-36%</b>

Trade payables are amounts due for purchases of a commercial nature and other costs strictly related to the Group's operations. At 30 June 2011 they came to €17.2 million, compared with €35.8 million at the end of 2010, when they included those of the Dada.net Division sold on 31 May 2011. On a like-for-like basis, trade payables came to €19.7 million at 31 December 2010 and decreased by 5% in the first half of 2011.

The trend in this item closely parallels the trend in business volumes during the first few months of the year.

Management estimates that the carrying value of trade and other payables approximates their fair value.

Taxes payable (€3.1 million) include withholding tax on salaries and consultants' pay for the month of June and income taxes pertaining to the period. The latter consist mainly of IRAP (regional tax) for the Group's Italian companies and of local taxes for subsidiaries abroad.

"Other payables", totaling €15.8 million, are mainly comprised of:

- bonus salaries due to employees ("*tredicesima*"), pay in lieu of holiday, and other amounts due to personnel for a total of €2.4 million;
- deferred income of €12.7 thousand, originating from contract revenue on domain, hosting, connectivity and other resale services pertaining to future periods.
- the MTM value of the IRS option on the loan taken out for the purchase of Namesco Ltd., amounting to €541 thousand.

With regard to other financial liabilities due beyond one year, the payable for Sony's put option on 13% of Dada.net S.p.A. no longer applies, as that transaction was settled in May with the payment of €7.2 million to buy back the interest in question.

## 16. Provision for risks and charges

	Balance at 31/12/10	Incr.	Incr. - discontinued operations	Utilizations for the period	Exchange differences	Discontinued ops.	Balance at 30/06/11
Provision for risks and charges	4,141	500	24	-1,297	-39	-2,058	1,271
<b>Total</b>	<b>4,141</b>	<b>500</b>	<b>24</b>	<b>-1,297</b>	<b>-39</b>	<b>-2,058</b>	<b>1,271</b>

The provision for risks and charges, with a balance of €1,271 thousand (€4,141 thousand at 31 December 2010), covers probable liabilities from pending contractual and legal disputes concerning the Group's operations. The decrease for discontinued operations refers to the sale of the Dada.net Group on 31 May 2011.

Utilizations for the period concern disputes and severance awards that were settled during the half-year.

Increases relate to the revision of estimates made in previous years due to the unfavorable course of existing cases, and to new disputes that arose during the period.

At 30 June 2011 the provision for risks and charges was made up of €857 thousand for personnel restructuring and €414 thousand for business litigation. No detailed information is given on the specific positions covered, in order not to prejudice the outcome of proceedings.

## 17. Share-based payments

Below are the key features of the stock option plans in effect at 30 June 2011:

	Plan of 24/02/09	Plan of 08/10/09
Term	2009-2015	2009-2015
Total options on issue date	410,000	50,000
Total remaining options at 30 June 2011	380,000	50,000
Issue price	6.05	6.875

The Dada Group's stock option plans have undergone actuarial valuation by an independent actuary. The following table presents the data used for the valuation of the two plans outstanding:

Data used for valuation	Plan of 24/02/09	Plan of 08/10/09
Valuation date	Grant date	Grant date
Model used	Binomial	Binomial
Annual exit rate	5%	5%
Expected volatility	29.07%	37.30%

Expected volatility reflects the assumption that historical volatility is indicative of future trends, although actual outcomes may differ. The fair value of the plans is measured as of the grant date.

Data used for valuation	Plan of 24/02/09	Plan of 08/10/09
Risk-free interest rate	Zero coupon on spot rate curve	Zero coupon on spot rate curve
Estimated dividends	zero	zero
Vesting conditions	88.5% EBITDA 2009/2010/2011	88.5% EBITDA 2009/2010/2011

Because the non-market vesting condition failed to be met during the period, no cost has been recognized for the half-year.

## 18. Changes in equity reserves

At 30 June 2011, Dada S.p.A.'s share capital was comprised of 16,210,069 ordinary shares with a par value of €0.17 each, for a total of €2,756 thousand. There were no increases in the first half of 2011.

Movements in equity items are reported in the schedules on page 36.

The main equity reserves and their changes during the period are described below.

Share premium reserve: this is a capital reserve consisting of contributions from shareholders. There is no specific limit on its use. At 30 June 2011 it had a balance of €32,070 thousand and there were no increases during the six months of the year.

Other reserves: these consist of the FTA reserve (first-time adoption of IFRS), the extraordinary reserve, the cash flow hedge reserve, and the equity transaction reserve. The FTA reserve has a negative balance of €2.8 million; the amount pertaining to Dada.net S.p.A. (€14 thousand) has been reclassified to other reserves. The extraordinary reserve amounts to €12.5 million and there were no movements in the first half of 2011. The cash flow hedge reserve came to -€279 thousand at 30 June 2011, compared with -€469 thousand at the close of 2010. The equity transaction reserve has been reclassified to other reserves due to the sale of Dada.net, along with the two subsidiaries that originated it.

Translation reserve: movements during the half-year include €3,530 thousand for the translation of subsidiaries' financial statements, net of +€1,013 thousand pertaining to the U.S. company Dada Ent. Inc., which was transferred to the income statement due to the sale of that company along with the rest of the Dada.net Division.

## 19. Related party disclosures

Transactions with related parties are within the normal scope of operations and are carried out at arm's length.

The company engages in commercial transactions consisting of the purchase and sale of services, with subsidiaries and with members of the RCS Group, which owns 54.627% of Dada S.p.A. The following table indicates the assets, liabilities, costs and income between the Dada Group and related parties, excluding intercompany transactions, which are eliminated in the consolidated financial statements.

The Dada Group's transactions with the RCS Group (whose parent, RCS MediaGroup S.p.A., is Dada's key shareholder) and with subsidiaries and associates principally relate to:

- commercial and service contracts fulfilled by centralized units;
- financial interactions and the management of an intercompany current account.

Company	Trade receivables	Trade payables	Revenue	Costs	Financial payables
RCS MediaGroup	535	- 607	334	- 699	-544
<b>TOTAL</b>	<b>535</b>	<b>- 607</b>	<b>334</b>	<b>- 699</b>	<b>- 544</b>



Transactions with Dada Group companies mainly concern the provision of services, the lending and borrowing of funds, and the settlement of tax liabilities and are carried out at arm's length. The parent, Dada S.p.A., acts as centralized treasury for the main Group companies.

The Dada Group has opted for tax consolidation, with the participation of the parent Dada S.p.A. (consolidating company), the subsidiaries Clarence S.r.l., Register.it S.p.A. (consolidated companies) and Fueps.

Dada S.p.A. also handles group VAT for the companies Register.it S.p.A. and Clarence S.r.l.

In accordance with IAS 24, the Group's directors have been identified as employees with strategic responsibilities and their remuneration is broken down below:

	1H 2011		
	Cost of services	Payroll costs	Other equity instruments
Board of Directors - emoluments	1546	178	
Board of Statutory Auditors - emoluments	24		
Executive directors and general managers - other compensation		284	
Other executives with strategic responsibilities		221	
<b>Total related parties</b>	<b>1,570</b>	<b>683</b>	-

## 20. Net change in financial payables and other financial assets recorded in the statement of cash flows

The following table reconciles the change in consolidated net financial position with the change in cash and cash equivalents:

<b>Change in net financial position</b>	<b>25,159</b>
Change in non-current portion of loans	-7,314
Change in non-cash derivatives	-232
Other changes (current account with RCS)	164
<b>Change in cash and cash equivalents</b>	<b>17,777</b>

The principal change refers to movements during the period in the non-current portion of loans.

## 21. Commitments

The table below shows changes in commitments between 31 December 2010 and 30 June 2011:

	Balance at 31/12/2010	Increase for the period	Decrease for the period	Discontinued operations	Balance at 30/06/11
Guarantees	3,432	13	-425	-1,363	1,657
<b>Total</b>	<b>3,432</b>	<b>13</b>	<b>-425</b>	<b>-1,363</b>	<b>1,657</b>

Guarantees given at 30 June 2011 amounted to €1.7 million (€3.4 million at the end of 2010, when they included Dada.net's share) and are recognized for the amount guaranteed. The decrease for the period refers to the expiration of a €0.1 million guarantee in favor of SIAE (Italian copyright protection agency) and of a €0.3 million guarantee in favor Sky Italia.

"Discontinued operations" concern the sale of the Dada.net Group on 31 May 2011.

There are no potential commitments that are not recorded in the statement of financial position.

Florence, 27 July 2011

Barbara Poggiali, CEO



## ANNEXES

## RESTATED CONSOLIDATED INCOME STATEMENT FOR THE HALF-YEAR TO 30 JUNE 2011

In EUR/000	2011 6 months		2010 6 months		DIFFERENCE	
	Amount	% of total	Amount	% of total	Absolute	%
<b>Net revenue</b>	<b>40,209</b>	<b>100%</b>	<b>36,196</b>	<b>100%</b>	<b>4,013</b>	<b>11%</b>
Chg. in inventories & inc. in own wk. capitalized	1,768	4%	2,279	6%	-511	-22%
Service costs and other operating expenses	-28,146	-70%	-27,624	-76%	-521	2%
Payroll costs	-9,764	-24%	-8,749	-24%	-1,015	12%
<b>EBITDA *</b>	<b>4,067</b>	<b>10%</b>	<b>2,101</b>	<b>6%</b>	<b>1,966</b>	<b>94%</b>
Depreciation and amortization	-3,866	-10%	-3,760	-10%	-107	3%
Non-recurring income/(charges)	-1,641	-4%	-199	-1%	-1,442	723%
Impairment of fixed assets	0	0%	-1,366	-4%	1,366	-100%
Writedowns of receivables and other provisions	-714	-2%	-440	-1%	-274	62%
<b>EBIT</b>	<b>-2,154</b>	<b>-5%</b>	<b>-3,664</b>	<b>-10%</b>	<b>1,510</b>	<b>-41%</b>
Financial income	657	2%	866	2%	-210	-24%
Financial charges	-2,476	-6%	-2,063	-6%	-413	20%
Share of associates	0	0%	0	0%	0	
Capital gain	0	0%	0	0%	0	
<b>Profit/(loss) before taxes</b>	<b>-3,974</b>	<b>-10%</b>	<b>-4,861</b>	<b>-13%</b>	<b>887</b>	<b>-18%</b>
Income taxes	-636	-2%	767	2%	-1,403	-183%
<b>Net profit/(loss)</b>	<b>-4,610</b>	<b>-11%</b>	<b>-4,094</b>	<b>-11%</b>	<b>-517</b>	<b>13%</b>
Non-controlling interests	0	0%	0	0%	0	
Profit (loss) of discontinued operations	2,346	6%	2,380	7%	-34	-1%
<b>Group net profit/(loss)</b>	<b>-2,265</b>	<b>-6%</b>	<b>-1,714</b>	<b>-5%</b>	<b>-551</b>	<b>32%</b>

\* Gross of impairment losses and non-recurring items

**RESTATED CONSOLIDATED INCOME STATEMENT FOR THE SECOND QUARTER OF 2011**

In EUR/ooo	2011 Q2		2010 Q2		DIFFERENCE	
	Amount	% of total	Amount	% of total	Absolute	%
<b>Net revenue</b>	<b>19,204</b>	<b>100%</b>	<b>18,238</b>	<b>100%</b>	<b>966</b>	<b>5%</b>
Chg. in inventories & inc. in own wk. capitalized	913	5%	1,083	6%	-170	-16%
Service costs and other operating expenses	-13,060	-68%	-13,762	-75%	703	-5%
Payroll costs	-4,966	-26%	-3,632	-20%	-1,334	37%
<b>EBITDA *</b>	<b>2,091</b>	<b>11%</b>	<b>1,926</b>	<b>11%</b>	<b>165</b>	<b>9%</b>
Depreciation and amortization	-1,926	-10%	-1,936	-11%	9	0%
Non-recurring income/(charges)	-205	-1%	-199	-1%	-6	3%
Impairment of fixed assets	0	0%	-1,366	-7%	1,366	-100%
Writedowns of receivables and other provisions	-714	-4%	-440	-2%	-274	62%
<b>EBIT</b>	<b>-754</b>	<b>-4%</b>	<b>-2,015</b>	<b>-11%</b>	<b>1,261</b>	<b>-63%</b>
Financial income	478	2%	746	4%	-269	-36%
Financial charges	-1,415		-1,222	-7%	-193	16%
Share of associates	0	0%	0	0%	0	
Capital gain	0	0%	0	0%	0	
<b>Profit/(loss) before taxes</b>	<b>-1,692</b>	<b>-9%</b>	<b>-2,491</b>	<b>-14%</b>	<b>799</b>	<b>-32%</b>
Income taxes	-455	-2%	1,019	6%	-1,474	-145%
<b>Net profit/(loss)</b>	<b>-2,147</b>	<b>-11%</b>	<b>-1,472</b>	<b>-8%</b>	<b>-676</b>	<b>46%</b>
Non-controlling interests	0	0%	0	0%	0	
Profit (loss) of discontinued operations	2,821	15%	1,075	6%	1,746	162%
<b>Group net profit/(loss)</b>	<b>673</b>	<b>4%</b>	<b>-397</b>	<b>-2%</b>	<b>1,070</b>	<b>-270%</b>

\* Gross of impairment losses and non-recurring items

**NET WORKING CAPITAL AND NET FINANCIAL POSITION OF THE DADA GROUP AT 30 JUNE  
2011**

In EUR/000	30/06/11	31/12/10	DIFFERENCE	
			Absolute	Percent
<b>Fixed assets (A)</b>	<b>92,454</b>	<b>128,078</b>	<b>-35,624</b>	<b>-28%</b>
Current operating assets (B)	22,513	45,430	-22,917	-50%
Current operating liabilities (C)	-35,673	-56,027	20,354	-36%
<b>Net working capital (D)=(B)-(C)</b>	<b>-13,160</b>	<b>-10,597</b>	<b>-2,563</b>	<b>24%</b>
Provision for termination indemnities (E)	-736	-1,315	579	-44%
Provision for risks and charges (F)	-1,271	-4,141	2,870	-69%
Other payables due beyond one year (G)	0	-8,000	8,000	
<b>Net capital employed (A+D+E+F+G)</b>	<b>77,287</b>	<b>104,025</b>	<b>-26,738</b>	<b>-26%</b>
Non-current financial payables	-21,228	-28,541	7,313	-26%
<b>Shareholders' equity</b>	<b>-51,800</b>	<b>-56,709</b>	<b>4,909</b>	<b>-9%</b>
<b>Assets/liabilities held for sale</b>		<b>3,329</b>	<b>-3,329</b>	<b>-100%</b>
Current bank debt	-19,648	-27,549	7,901	-29%
Current financial receivables and derivatives	45	110	-65	-59%
Current financial payables and derivatives	-1,085	-1,219	134	-11%
Cash and cash equivalents	16,429	6,554	9,875	151%
<b>Net short-term financial position</b>	<b>-4,258</b>	<b>-22,104</b>	<b>17,846</b>	<b>-81%</b>
<b>Total net financial position</b>	<b>-25,486</b>	<b>-50,645</b>	<b>25,159</b>	<b>-50%</b>

**Scope of consolidation of continuing operations at 30 June 2011**

NAME	REGISTERED OFFICE	CURRENCY	SHARE CAPITAL	HELD BY	% HELD	CONSOLIDATION PERIOD
Dada S.p.A. (Parent company)	Florence	EUR	2.755.711,73	Parent company		Jan-June 2011
Agence des Medias Numerique Sas	Paris	EUR	37.000,00	Register.it S.p.A.	100	Jan-June 2011
Amen Ltd.	London	GBP	2	Register.it S.p.A.	100	Jan-June 2011
Amen Nederland B.V.	Amsterdam	EUR	18.000,00	Register.it S.p.A.	100	Jan-June 2011
Amenworld Servicios internet	Lisbon	EUR	10.000,00	Register.it S.p.A.	100	Jan-June 2011
Clarence S.r.l.	Florence	EUR	21.000,00	Dada.net S.p.A.	100	Jan-June 2011
Fueps S.p.A.	Florence	EUR	1.500.000,00	Dada S.p.A.	100	Jan-June 2011
Namesco Inc	New York (USA)	USD	1.000,00	Namesco Ltd.	100	Jan-June 2011
Namesco Ltd.	Worcester	GBP	100	Register.it S.p.A.	100	Jan-June 2011
Namesco Ireland Ltd	Dublin	EUR	1	Namesco Ltd.	100	Jan-June 2011
Nominalia Internet S.L.	Barcelona	EUR	3.005,00	Register.it S.p.A.	100	Jan-June 2011
Poundhost Internet Ltd	Worcester	GBP	200	Namesco Ltd.	100	Jan-June 2011
Register.it S.p.A.	Florence	EUR	8.401.460,00	Dada S.p.A.	(1) 100	Jan-June 2011
Simply Virtual Servers Limited	Worcester	GBP	2	Namesco Ltd.	100	Jan-June 2011
Simply Virtual Servers Llc	Delaware (USA)	USD	2	Simply Virtual Servers Lim	100	Jan-June 2011
Simply Transit Limited	Worcester	GBP	2	Namesco Ltd.	100	Jan-June 2011
Simply Acquisition Limited	Worcester	GBP	200	Namesco Ltd.	100	Jan-June 2011
Server Arcade Limited	Worcester	GBP	150	Simply Acquisition Limited	100	Jan-June 2011

Note :

(1) Including the 10% held by the company through treasury shares

**Scope of consolidation for discontinued operations at 30 June 2011**

NAME	REGISTERED OFFICE	CURRENCY	SHARE CAPITAL	HELD BY	% HELD	CONSOLIDATION PERIOD
Dada.net S.p.A.	Florence	EUR	15.005,097	Dada S.p.A.	87	Jan-Mar 2011
Dada Entertainment Inc. (1)	New York (USA)	USD	102,28	Dada.net S.p.A.	100	Jan-Mar 2011
Play Me, LLC	New York (USA)	USD	0	Dada Entertainment Inc.	100	Jan-Mar 2011
Dada Entertainment Canada Inc	Toronto (Canada)	CAD	1	Dada Entertainment Inc	100	Jan-Mar 2011
Dada Brasil Serviços de Tecnologia Ltda	Sao Paolo (Brazil)	BRL	779.764,00	Dada.net S.p.A.	98	Jan-Mar 2011
				Dada USA Inc	2	Jan-Mar 2011
Dada Iberia SL (già Register Iberia SL)	Barcelona	EUR	3.006,00	Dada.net S.p.A.	100	Jan-Mar 2011
Giglio Group S.p.A.	Rome	EUR	2.100.000,00	Dada.net S.p.A.	(2) 65,00	Jan-Mar 2011

Note


(1) Dada USA Inc and Dada Ent. LLC merged to form Upoc Inc, which changed its name to Dada Entertainment Inc.

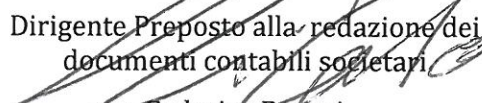
(2) including 40% held in pledge.

## Attestazione del Bilancio semestrale abbreviato al 30 giugno 2011 della Società Dada SpA ai sensi dell'art. 154 bis del D.Lgs. 58/98

- I sottoscritti, Barbara Poggiali in qualità di Amministratore Delegato di Dada SpA, Federico Bronzi in qualità di Dirigente Preposto alla redazione dei documenti contabili societari di Dada SpA, attestano, tenuto anche conto di quanto previsto dall'art.154-bis, commi 3 e 4, del decreto legislativo 24 febbraio 1998, n. 58:
  - l'adeguatezza in relazione alle caratteristiche dell'impresa e
  - l'effettiva applicazione,delle procedure amministrative e contabili per la formazione del Bilancio semestrale abbreviato, approvato dal Consiglio di Amministrazione in data 27 luglio 2011, nel corso del primo semestre 2011.
  
- Si attesta, inoltre, che:
  1. il Bilancio semestrale abbreviato al 30 giugno 2011 di Dada SpA:
    - a) è redatto in conformità ai principi contabili internazionali applicabili riconosciuti nella Comunità europea ai sensi del regolamento (CE) n. 1606/2002 del Parlamento europeo e del Consiglio, del 19 luglio 2002;
    - b) corrisponde alle risultanze dei libri e delle scritture contabili;
    - c) è idoneo a fornire una rappresentazione veritiera e corretta della situazione patrimoniale, economica e finanziaria dell'emittente e dell'insieme delle imprese incluse nel consolidamento;
  
  2. la relazione intermedia sulla gestione comprende un'analisi attendibile dei riferimenti agli eventi importanti che si sono verificati nei primi sei mesi dell'esercizio ed alla loro incidenza sul Bilancio semestrale abbreviato, unitamente ad una descrizione dei principali rischi ed incertezze per i sei mesi restanti dell'esercizio. La relazione intermedia sulla gestione comprende, altresì, un'analisi attendibile delle informazioni sulle operazioni rilevanti con le parti correlate.

Firenze, 27 luglio 2011

  
Amministratore Delegato  
Barbara Poggiali

  
Dirigente Preposto alla redazione dei  
documenti contabili societari  
Federico Bronzi



**Dada S.p.A.**

**Bilancio consolidato semestrale abbreviato al 30 giugno 2011**

**Relazione della società di revisione  
sulla revisione contabile limitata del bilancio consolidato  
semestrale abbreviato**

## **Relazione della società di revisione sulla revisione contabile limitata del bilancio consolidato semestrale abbreviato**

Agli Azionisti della  
Dada S.p.A.

1. Abbiamo effettuato la revisione contabile limitata del bilancio consolidato semestrale abbreviato, costituito dal conto economico, dal prospetto di conto economico complessivo, dallo stato patrimoniale, dal rendiconto finanziario, dal prospetto delle variazioni del patrimonio netto e dalle relative note illustrative della Dada S.p.A. e sue controllate (Gruppo Dada) al 30 giugno 2011. La responsabilità della redazione del bilancio consolidato semestrale abbreviato in conformità al principio contabile internazionale applicabile per l'informativa finanziaria infrannuale (IAS 34) adottato dall'Unione Europea, compete agli Amministratori della Dada S.p.A.. È nostra la responsabilità della redazione della presente relazione in base alla revisione contabile limitata svolta.
2. Il nostro lavoro è stato svolto secondo i criteri per la revisione contabile limitata raccomandati dalla Consob con Delibera n. 10867 del 31 luglio 1997. La revisione contabile limitata è consistita principalmente nella raccolta di informazioni sulle poste del bilancio consolidato semestrale abbreviato e sull'omogeneità dei criteri di valutazione, tramite colloqui con la direzione della società, e nello svolgimento di analisi di bilancio sui dati contenuti nel predetto bilancio consolidato. La revisione contabile limitata ha escluso procedure di revisione quali sondaggi di conformità e verifiche o procedure di validità delle attività e delle passività ed ha comportato un'estensione di lavoro significativamente inferiore a quella di una revisione contabile completa svolta secondo gli statuiti principi di revisione. Di conseguenza, diversamente da quanto effettuato sul bilancio consolidato di fine esercizio, non esprimiamo un giudizio professionale di revisione sul bilancio consolidato semestrale abbreviato.

Per quanto riguarda i dati relativi al bilancio consolidato dell'esercizio precedente e al bilancio consolidato semestrale abbreviato dell'anno precedente presentati ai fini comparativi, si fa riferimento alle nostre relazioni emesse rispettivamente in data 30 marzo 2011 e in data 2 agosto 2010. Come evidenziato nelle note illustrative, gli Amministratori hanno riesposto alcuni dati comparativi relativi al semestre dell'anno precedente per tener conto delle cessioni di attività del Gruppo avvenute nel primo semestre 2011. Le modalità di rideterminazione dei dati comparativi e la relativa informativa presentata nelle note illustrative, sono state da noi esaminate ai fini dell'emissione della presente relazione.

3. Sulla base di quanto svolto, non sono pervenuti alla nostra attenzione elementi che ci facciano ritenere che il bilancio consolidato semestrale abbreviato del Gruppo Dada al 30 giugno 2011 non sia stato redatto, in tutti gli aspetti significativi, in conformità al principio contabile internazionale applicabile per l'informativa finanziaria infrannuale (IAS 34) adottato dall'Unione Europea.

Firenze, 1 agosto 2011



Reconta Ernst & Young S.p.A.

Lapo Ercoli  
(Socio)