



Press Release in accordance with CONSOB Regulation No. 11971/1999 and subsequent modifications

FILING OF DOCUMENTATION FOR THE SHAREHOLDERS' MEETING CONVENED ON APRIL, 24/28 APRIL 2014

Florence, 25 March 2014 - It is hereby made known that today the following Explanatory Reports were made publicly available at the Company's registered office, at Borsa Italiana S.p.A. and on the Company's website www.dada.eu (Corporate Governance/2014 Shareholders' Meeting section): Report of the Board of Directors on the second item on the agenda of the Ordinary Shareholders' Meeting (appointment of some members of the Board of Directors; resolutions pertaining thereto and resulting therefrom); Report of the Board of Directors on the third item on the agenda of the Ordinary Shareholders' Meeting (proposed approval of a share-based incentive plan (so-called stock options) intended for employees of the DADA S.p.A. Group; resolutions pertaining thereto and resulting therefrom); Report of the Board of Directors on the first item on the agenda of the Extraordinary Shareholders' Meeting (proposed delegation of powers granted to the Board of Directors, pursuant to art. 2443 of the Italian Civil Code, to increase the share capital to service the share-based incentive plan (so-called stock options) for a maximum amount of €127,500 (one hundred twenty-seven thousand five hundred euro) through issue of up to n. 750,000 (seven hundred fifty thousand) DADA S.p.A. ordinary shares with a par value of €0.17 (zero point seventeen euro) each, reserved for the exercise of options granted to employees of DADA S.p.A. and/or its subsidiaries, with the exclusion of the option right, pursuant to art. 2441, paragraph 8 of the Italian Civil Code; amendment, also for update on previous capital increases, to art. 6 "share capital" of the bylaws; resolutions pertaining thereto and resulting therefrom) and Report of the Board of Directors on the second item on the agenda of the Extraordinary Shareholders' Meeting (proposed amendment to art. 13 "calling of Shareholders' Meetings" of the bylaws; resolutions pertaining thereto and resulting therefrom).

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in professional online presence services (domains, hosting, servers, online brand protection) and in a number of advanced online advertising solutions.

With more than 520 thousand business clients and 1.7 million domains under management, DADA is one of the leading names in the European Domain & Hosting sector and is a key player in the markets where it is active: in Italy through its established brand Register.it, as well as Spain, the UK, Ireland, France, Portugal and Holland under the brands Nominalia, Namesco, PoundHost, Register365 and Amen, respectively. With regard to online advertising, DADA is active at an international level in the Performance Advertising business.



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