

DADA and PubMatic together strengthen the DADA Group's adv platform offer

With PubMatic, the DADA Group's advertising platform guarantees its publishers the perfect mix of technology to maximize campaign advertisement performance

Milan, 11 February 2013 - DADA, international leader in professional services for the online presence and owner of a digital communication platform that offers its customers a broad portfolio of services and options to provide the best balance between investment and brand visibility, announces their international partnership with the US company, PubMatic, worldwide leader in the field of web advertising based on RTB (Real Time Bidding) technology.

Following successful collaboration in 2012, with a network of more than 3,000 active publishers, DADA chooses to renew the agreement with PubMatic through 2014, so that their publishers can get the most out of hosted advertising campaigns by taking advantage of the right mix of technology between the algorithm the Group's platform is based on and the opportunities of using RTB.

Real Time Bidding (RTB) is the method used in web advertising to buy and sell online inventory for each impression in real time. Initially reserved only for what was not sold, the mechanism is now directly available to publishers that are beginning to use this method for premium inventory of the campaign being conducted. RTB allows each platform that sends a request (DSP: Demand Side Platform) to submit a bid to the selling platform (SSP: Sell Side Platform), which in turn chooses the best offer and spreads the advertisement.

DADA chose **PubMatic** because they are leaders in their field and are able to offer publishers maximum coverage on all delivered impressions. The decision to take advantage of PubMatic's offer falls within the **Group's strategy** that, looking ahead towards the future of advertising, seeks to offer cutting edge technology and solutions, while focussing primarily on increasingly improving their platform and being able offer this service internationally. As an international leader, PubMatic is able to offer excellent performance to the Italian publisher also interested in strengthening the domain's potential in another language, as well as to the international publisher.

About DADA Group

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, server, online brand protection) and in several advanced online advertising solutions. With 510 thousand business clients and more than 1.8 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 brand Register.it, as well as Spain, the UK, Ireland, France, Portugal and the Netherlands under the brands Nominalia, Namesco,



PubMatic

PoundHost, Register365 and the Amen Group, respectively. With regard to online advertising, DADA continues with the strategic international expansion of its Performance Advertising business.

For further information on DADA:

www.dada.eu

www.register.it

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About PubMatic

Since 2006, PubMatic has been at the forefront of developing innovative technology to help publishers automate the process of evaluating and selling their advertising inventory. PubMatic (www.PubMatic.com) gives premium publishers a real-time media selling platform for managing revenue and brand strategy. PubMatic's platform combines real-time bidding (RTB), the most comprehensive brand protection tools, unified optimization and audience insights as well as hands-on support to serve the world's leading publishers. PubMatic is privately held, backed by funding from August Capital, Draper Fisher Jurvetson, Nexus Venture Partners, and Helion Ventures, and has offices around the world in the U.S., Europe and Asia.

In November 2012, PubMatic was ranked the Fastest Growing Online Advertising Company in the US Internet Sector, 20th Fastest Overall in North America and was on Deloitte's 2012 Technology Fast 500™.

For further information on PubMatic:

www.PubMatic.com

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