



Press release pursuant to CONSOB Regulation 11971/1999, as subsequently amended

DADA and 4w MarketPlace sign strategic agreement in the Online Advertising sector

DADA becomes the second main shareholder of 4w MarketPlace, acquiring a 25% stake in the share capital following contribution of its ProAdv/Simply BU

Florence, 24 April 2015 -In line with the previously announced strategy of the **DADA Group** to focus on its core business of digital services for the online presence and visibility of SMEs, a **strategic agreement** was signed to combine DADA's Programmatic Advertising business unit named **ProAdv/Simply** with **4w MarketPlace**, one of the top online advertising players in Italy.

4w MarketPlace S.r.l. was set up in 2009 and is currently owned by Digital Magics - a certified venture incubator of innovative digital startups listed on the AIM Italia Stock Exchange, which holds 43% of the share capital - by Principia SGR (31%) - one of the leading venture capital firms in Italy - by the top management/founders (16%) and by other private investors.

4w MarketPlace is an advertising network that gathers over 500 premium websites and m-sites on the Italian publishing market. It offers advertising investors a full range of ADV solutions for PC, tablet and smartphone - from contextual ads to videos and display ads - using a proprietary suite that combines the best technologies on the market. It boasts a 70% reach and more than 5 billion impressions per month. Since 2009, it has managed, on an exclusive basis, ADV spaces on websites and m-sites of the Premium Publisher Network (PPN) Consortium, founded by Gruppo RCS and Gruppo Editoriale L'Espresso.

In 2014, 4w MarketPlace reported revenues of €4.4 million, EBITDA of €171 thousand and a net result of -€373 thousand, after sustaining non-recurring expenses of about €80,000. At 31/12/2014, shareholders' equity amounted to €1.4 million, while the net financial position came to a positive €950 thousand. 4w MarketPlace employs about 30 people based in Fisciano (SA), Milan and Rome.

ProAdv - a business unit of Register.it S.p.A., a wholly owned subsidiary of DADA S.p.A. - is a marketplace for publishers and advertisers based on proprietary technology for the distribution of digital advertising and monetization of display, video and mobile traffic. ProAdv's network currently counts 30 thousand publishers in Italy, Spain, France and the UK, and generates a total of over 2 billion impressions per month.

In 2014, ProAdv reported revenues of €2.4 million, EBITDA of -€65 000 and a net result of -€70 thousand. Shareholders' equity and the net financial position of the business unit for the purposes of the transfer stood at €14 thousand and €140 thousand respectively. ProAdv currently employs 8 people based in Florence and Milan.



The combination of 4w MarketPlace and ProAdv, thanks to the innovative proprietary technology platforms and significant operating synergies, will create the leading Italian adnetwork of digital advertising, leveraging on an expanded and diversified inventory, offering a product portfolio capable of covering the whole gamut of online advertising services.

The transaction will take place through contribution in kind by Register.it of the ProAdv BU to 4w MarketPlace, and a related capital increase of the latter reserved to Register.it equal to 25% of the share capital. This will allow the DADA Group to become the second main shareholder of 4w MarketPlace. As part of the transfer, the value assigned to ProAdv is approximately €2.1 million.

In addition to the abovementioned equity stake, the DADA Group will be recognized governance and asset rights in 4w MarketPlace typical of such transactions, including the right to appoint two board members - including the CEO - and a standing auditor, qualified majorities for approval of relevant matters, in addition to co-sale and drag-along rights/obligations in the event of disposal of the Company. To date, Gabriele Ronchini, former CEO of 4w MarketPlace, is expected to be appointed Executive Chairman, while Roberto Barberis, former head of DADA's ProAdv BU, will be appointed CEO.

Under the agreements, the DADA group will continue to provide 4w MarketPlace, for a transitional period of at least 12 months at market conditions, with certain indirect services (IT, Corporate, etc.) in order to ensure the continuation of business. 4w MarketPlace, which is also initiating, together with Register.it, the necessary trade-union consultation procedures required by law as a result of the transfer, has committed itself to safeguarding the current employment levels for a reasonable period of time, and to maintaining the work premises to the benefit of all ProAdv's staff.

The combination is expected to be completed by the end of the second quarter of 2015; notice of any further developments in the transaction will be disclosed in accordance with applicable law.

*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). With over 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 its markets of operation: in Italy through its established brand Register.it, as well as in Spain, the UK, Ireland, France, Portugal and Holland under the Nominalia, Namesco, PoundHost, Register365 and Amen brands, respectively.*

For further information

www.dada.eu

External Relations and Internal Communication DADA

Francesca Del Re

Tel. (+39) 3351601819

francesca.delre@dada.eu

Press Office Burson-Marsteller

Cinzia Trezzi

Tel. (+39) 02 72143813

cinzia.trezzi@bm.com