



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

DADA completes transfer of ProAdv/Simply BU to 4w MarketPlace

***DADA becomes the second main shareholder of 4w MarketPlace acquiring 25%
of the share capital***

Florence, June 30th - In execution of and supplementing the announcement made on 24 April 2015, notice is hereby given of the completion today of the transfer of the **ProAdv/Simply Business Unit** to 4w MarketPlace Srl, with a corresponding capital increase of the latter reserved to Register.it S.p.A. equal to 25% of the share capital, which allows the DADA Group to become the second main shareholder of 4w MarketPlace. As part of the transfer, the value acknowledged to ProAdv is approximately €2.1 million, which compares to a net equity value almost equal to zero.

In addition to the abovementioned stake, the DADA Group is 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 the approval of relevant transactions, as well as co-sale and drag-along rights/obligations in the event of disposal of the Company.

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

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