



DADA

DOMAINS & ADVERTISING



9Months 2013 Results



DADA

DOMAINS & ADVERTISING

The gateway to your digital presence

Agenda

DADA in a snapshot

Core Business Overview:
Domains & Hosting

New Business Overview:
Digital Advertising

Financials & Outlook



Who is DADA

1 Domains & Hosting

Professional online presence services (registration of domain names, offer of shared, dedicated and virtual hosting and online brand protection) with a strong European footprint

Simply: digital advertising solutions for D&H clients

2 Digital Advertising

Performance Adv: web traffic monetization through internationally scalable models and vertical portals

Highlights

- 520k companies served in seven European countries
- More than 1.7 mn domains managed
- 35 mn monthly U.V.

Brands



Geographic Coverage



- Italy
- UK
- France
- Spain
- Ireland
- Portugal
- The Netherlands

Key Financials

€ mn	9M 2013	9M 2012	YoY
Revenue	57.1	64.8	-12%
EBITDA	8.1	9.3	-13%
<i>Ebitda margin %</i>	16%	14%	
EBIT	2.2	4.2	-47%
Net Profit	-0.5	1.3	<i>n.m.</i>
NFP	-30.5	-26.2*	
N. Headcount	393	372*	

* As of December, 31 2012

9M 2013 Highlights

- ❖ Core Business **performance** :
 - More than 520,000 international clients achieved in Europe
 - Launch of new products
 - Higher recurring revenue base with high visibility/predictability

- ❖ **Ongoing optimization** of the operating and corporate **cost structure**

- ❖ **New UK Datacenter** to improve quality and support future growth while driving operational efficiency :
 - ❖ in August, the new facility started operations
 - ❖ in September, the migration of the UK technological infrastructure began
 - ❖ the migration is expected to end by Q1 2014

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**Core Business Overview:
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New Business Overview:
Digital Advertising

Financials & Outlook

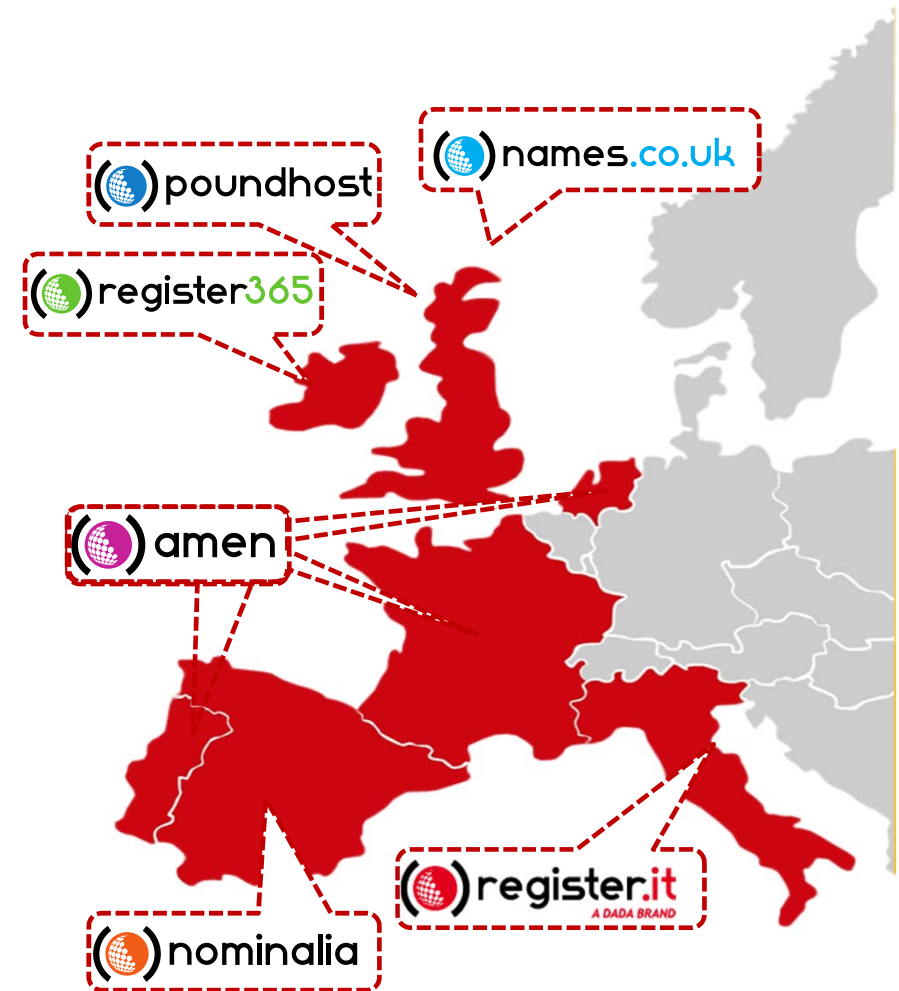
Domains & Hosting

Professional services for on-line presence

Key Financials

€ mn	9M 2013	9M 2012	YoY
Revenue	45.0	47.4	-5%
EBITDA	7.3	8.2	-11%
Ebitda margin %	16%	17%	

- Targeted to **SMEs, professionals** and **high-end** customers
- Presence in **7 European countries** with a high potential of scalability thanks to **unified platforms**
- Large **customer base** upon which DADA can **up-sell** additional services
- Ongoing focus on the launch of **new applications** and the optimization of **marketing initiatives** to **increase** and **retain** the existing customer base



Domains & Hosting

Current Offering

Step 1
Get a domain name to start online presence



- Key Products:
- Domain name registrations
 - Domain renewals and transfers

Step 2
Build a web presence



- Key Products:
- Website builder
 - Shared Hosting (email)
 - Dedicated and virtual servers

Step 3
Increase your visibility and sell online



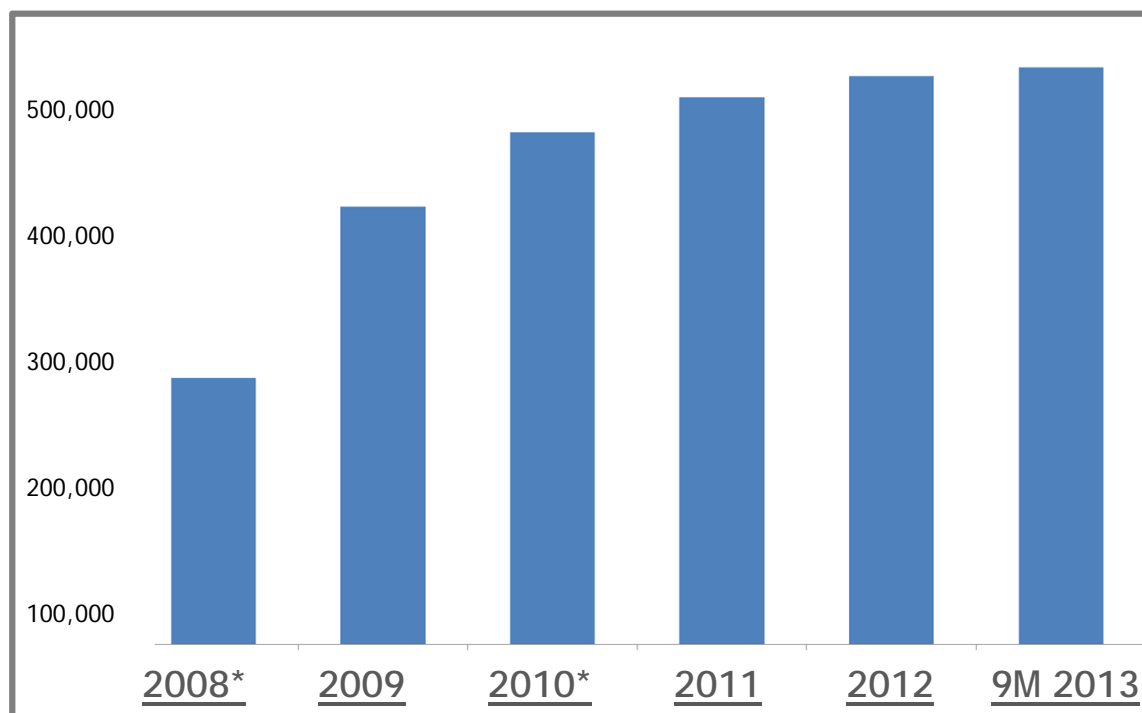
- Key Products:
- Search Engine Optimization
 - Online marketing solutions
 - E-Commerce solutions

Demonstrated ability to grow organically and via acquisition

Domains & Hosting

Long-standing and growth track record

Customer Base evolution



- DADA's large **customer base** covers all market segments but is concentrated on **SMEs**
- High-quality customer base with **high Customer Retention (more than 75%)**
- First **top 10 clients** represent **less than 5% of revenue**

* From July 2008, Amen Group and from January 2010 PoundHost are fully consolidated

Domains & Hosting

Revenue Growth Drivers & Strategy

DRIVERS



STRATEGY



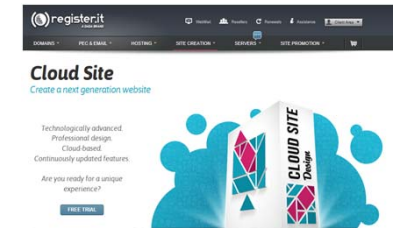
9M 2013 Business Highlights

Brand Awareness

- DADA's debut on TV in Italy with Register.it through a resounding advertising campaign blending TV and web to reach a wider audience with the aim of raising brand awareness
- The Register.it School: a new business training project to support the growth and innovation of SMEs and professionals

New Products

- Launch of Cloud Site in Italy, Spain and France: an innovative service for easily creating - on the web and mobile devices - professional sites based on Cloud platform technologies
- A new dedicated servers offer in France, Portugal and the UK
- Certified E-mail in Italy: Register.it was accredited as one of the official managers of certified e-mail, a digital solution for sending documents with legal validity (as of now Register.it has 60,000 active mailboxes on its platform); in September, Register.it launched Register PEC, the new app to safely access it anytime, anywhere
- New gTLDs: Register.it was accredited by Trademark Clearinghouse, the leading online brand protection service developed by ICANN, to offer brand protection consulting to companies of all sizes and from every industry



Agenda

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Core Business Overview:
Domains & Hosting

**New Business Overview:
Digital Advertising**

Financials & Outlook

Performance Advertising

Business Model

Key Financials

€ mn	9M 2013	9M 2012	YoY
Revenue	11.7	16.8	-30%
EBITDA	1.6	2.3	-30%
<i>Ebitda margin %</i>	<i>14%</i>	<i>14%</i>	

More than 55% of revenue generated in English speaking countries (i.e. USA, UK, Australia, India)

Main Products



A search engine specialised in blog, videoblog and every form of micropublishing search



A social bookmarking service to save, keep and manage web pages reachable from all computers and mobile devices



Shopping services to find, search and compare desired products



Recent launch of the new job search vertical portal, landing in the Classified Ads segment

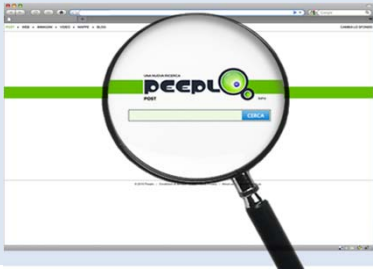
KPI

About 35 mn monthly U.V.:

The business model is based on traffic monetization through partnership with the most relevant search engines worldwide such as Google and Yahoo!

Performance Advertising

Current Strategy



▶ **Consolidation and strengthening** of current business (search engines), also through **alternative partnerships** to attenuate new Google global policy's impact



▶ **Geographical expansion** of the current business in **new countries/new languages** focusing on **medium and short tail segment**



▶ **Launch of new international and scalable products** in the **Classified** segment (i.e. superEva.com)

Agenda

DADA in a snapshot

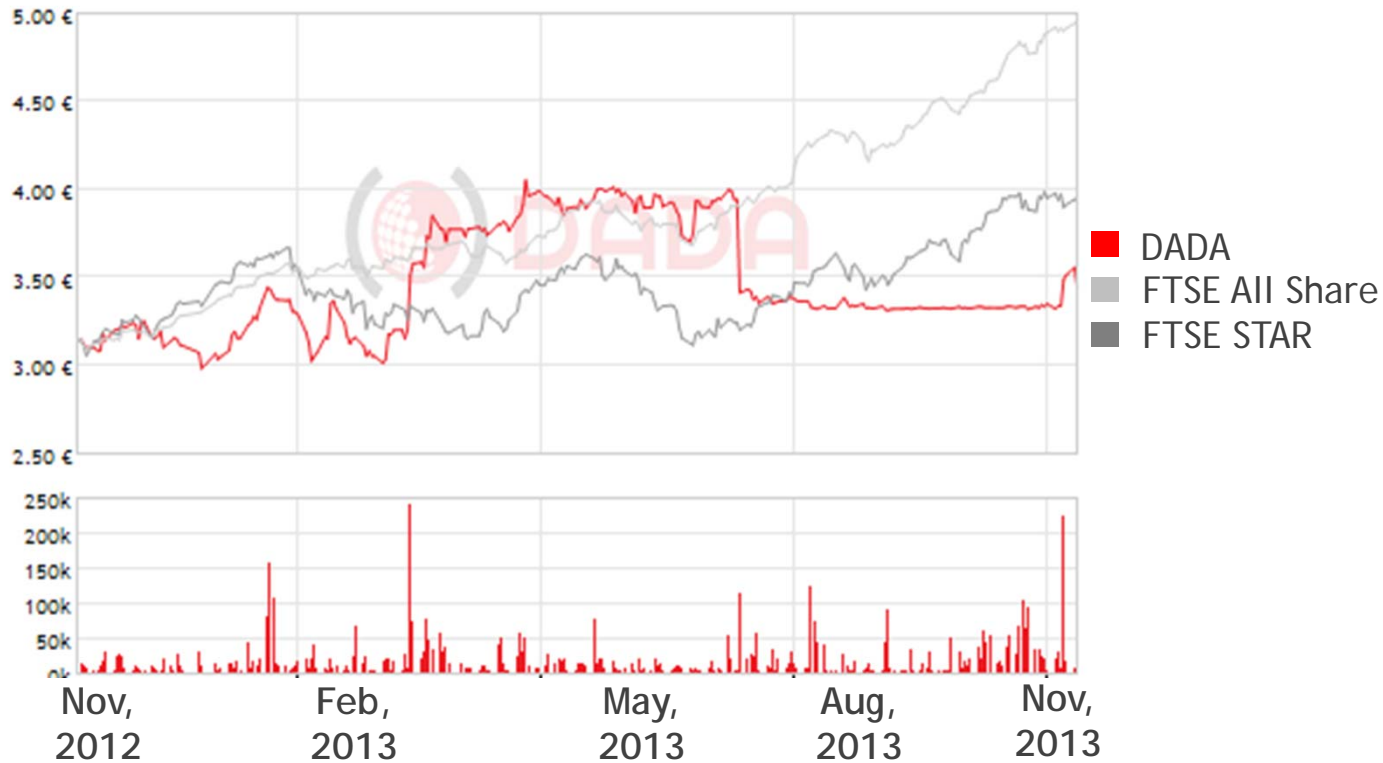
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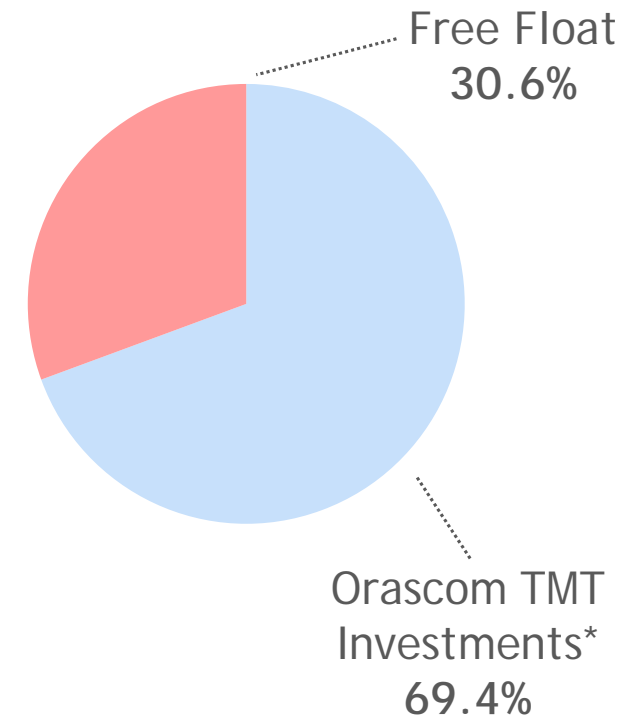
Financials & Outlook

Company Profile

1Y Stock Performance



Shareholding Structure



* Through its wholly-owned subsidiary Libero Acquisition S.à r.l.

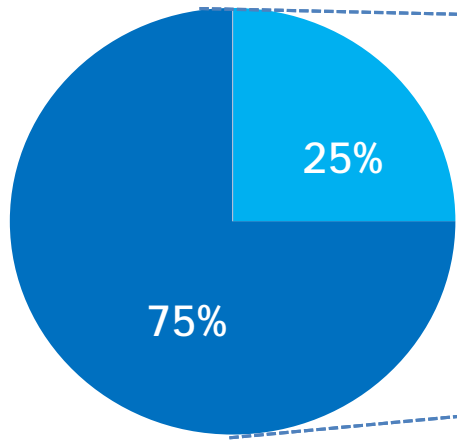
9M 2013 - Results Breakdown by Business Line

Revenue
-12%

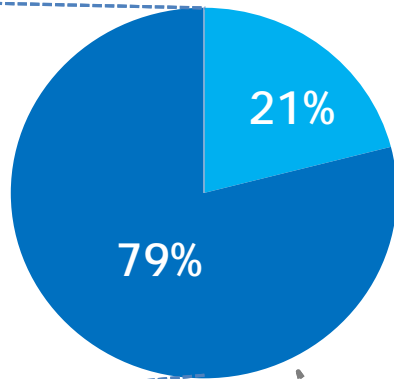
EBITDA
-13%

Digital Adv:
-30%

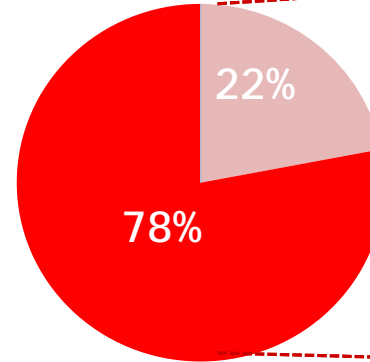
Digital Adv:
-30%



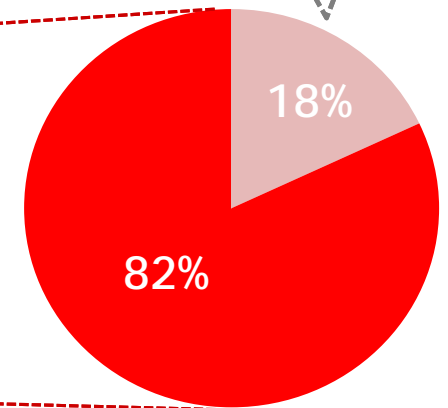
9M
2012



9M
2013



9M
2012



9M
2013

Domains &
Hosting -5%

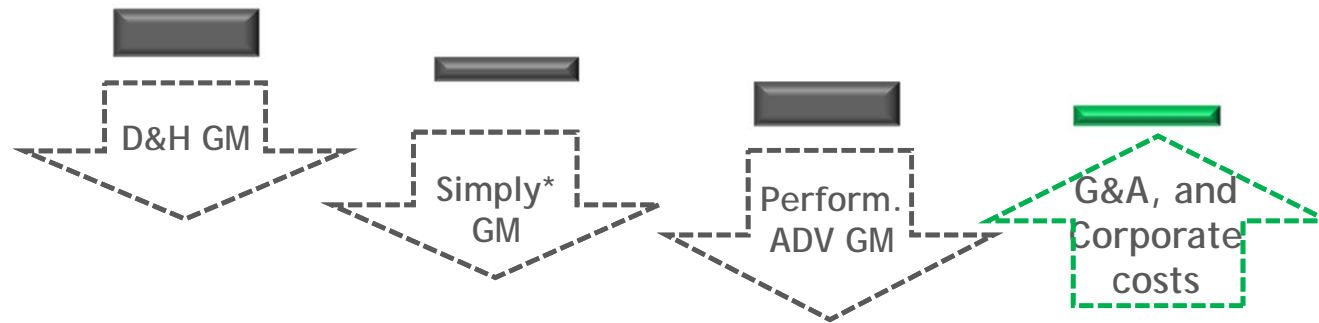
Domains &
Hosting: -11%

9M 2013 - Analysis of Key EBITDA components

€ mn

9.3

8.1



9M 2012

9M 2013

% of Revenue

14%

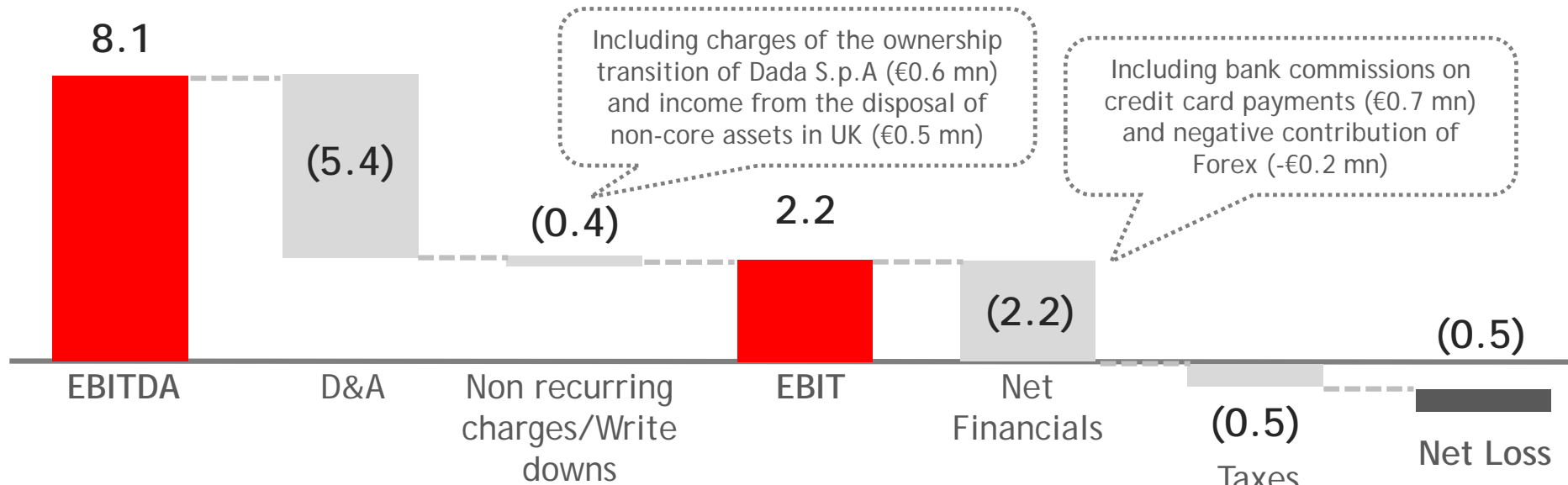
14%

* Simply.com: an advertising network with more than 3,000 publishers managed through a proprietary Adserver which allows its clients to effectively plan their own advertising campaigns.

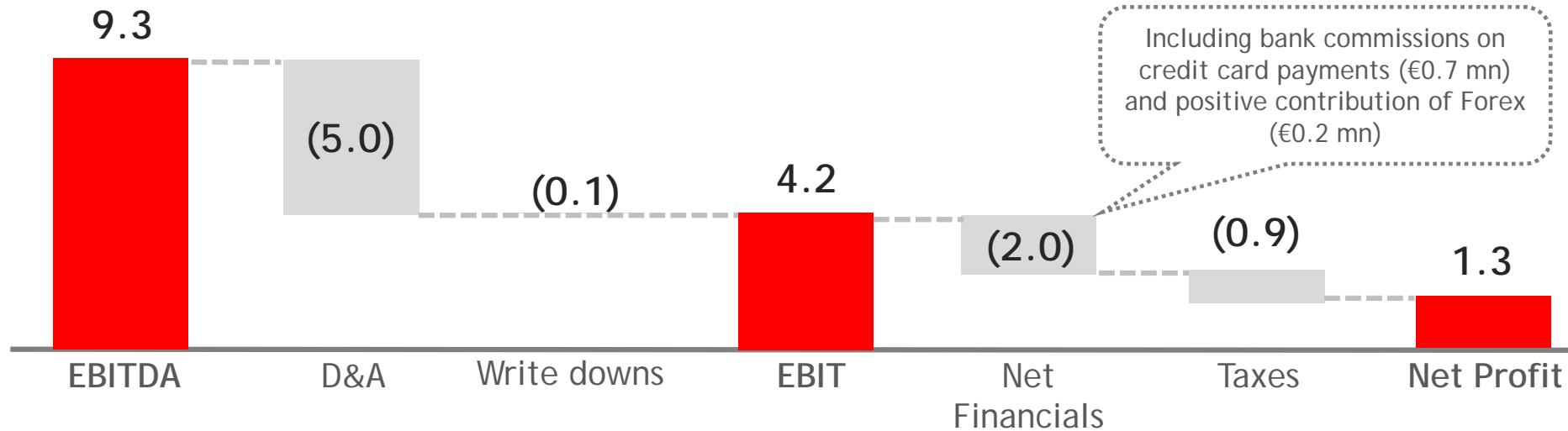
9M 2013 - From EBITDA to Net Profit

€ mn

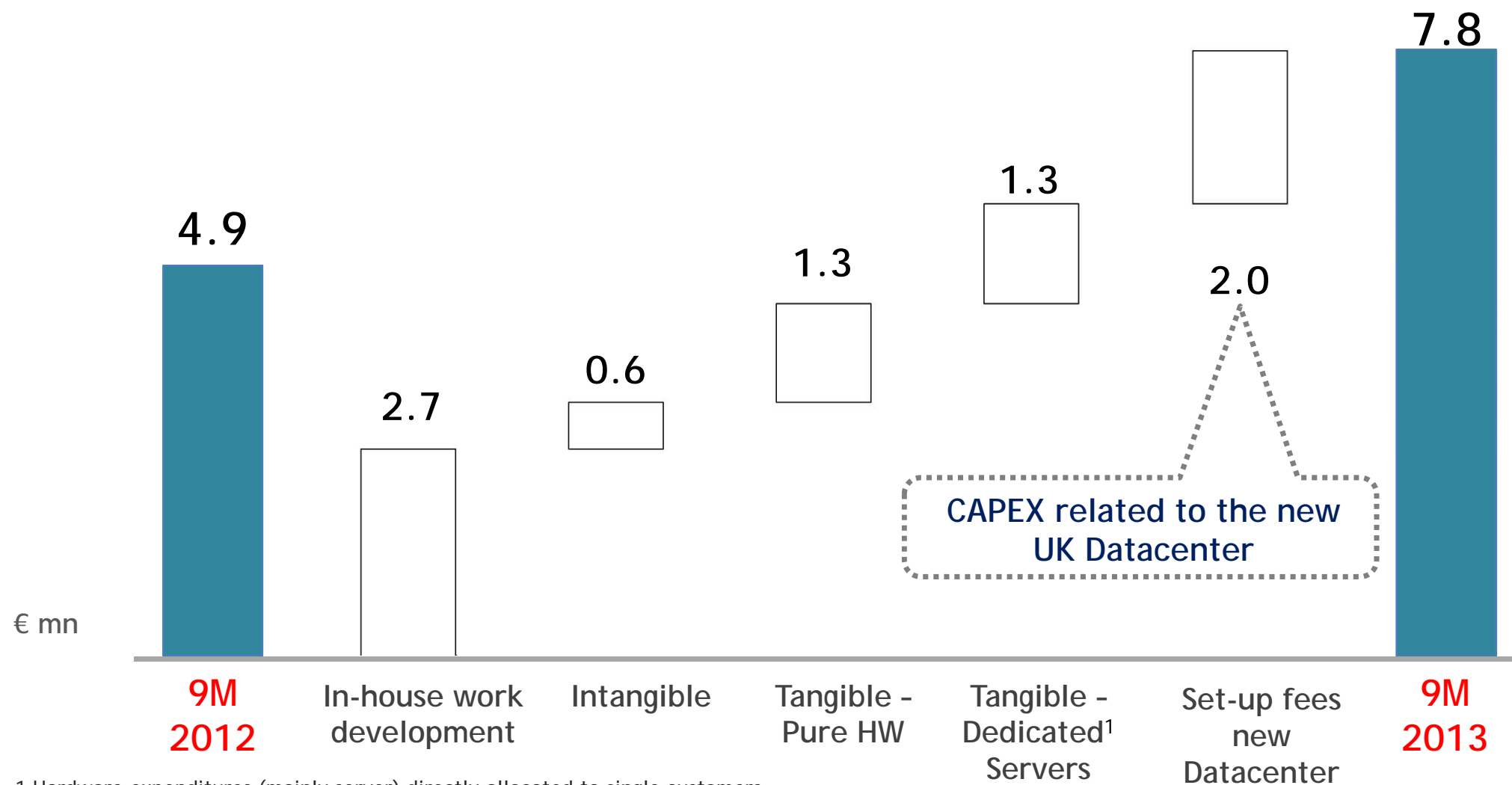
9M
2013



9M
2012



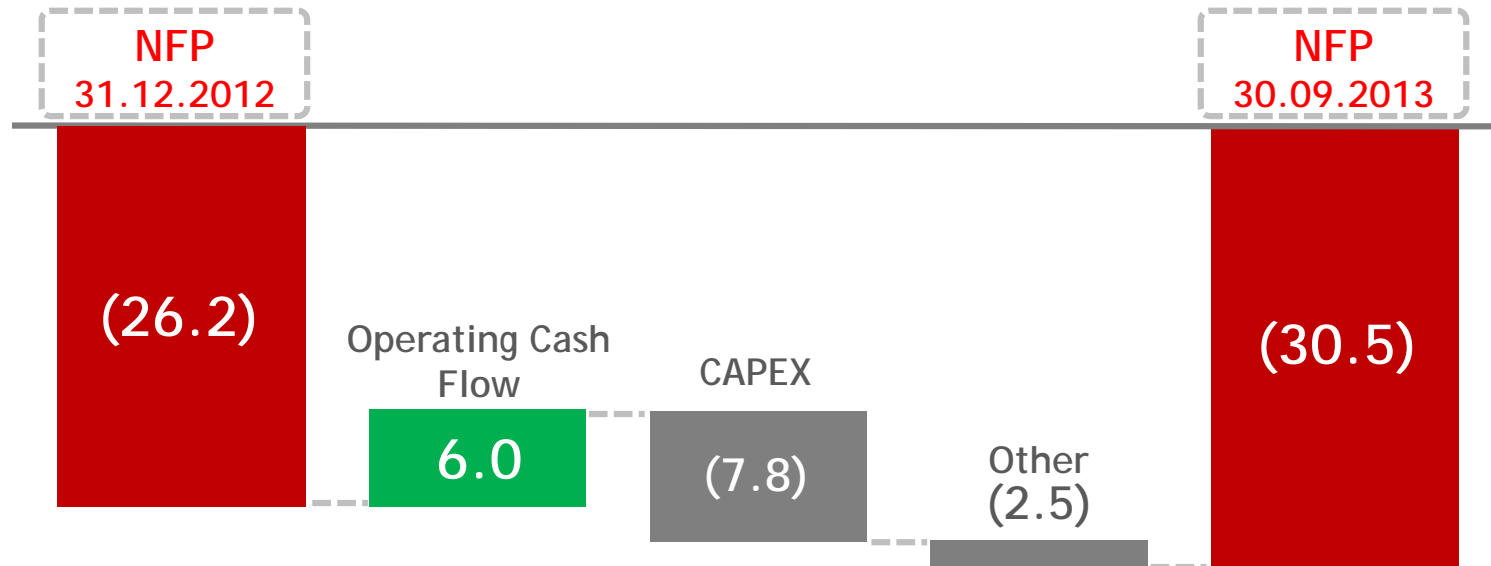
9M 2013 - CAPEX breakdown by kind



¹ Hardware expenditures (mainly server) directly allocated to single customers

9M 2013 - NFP evolution

€ mn



	30.09.2013	31.12.2012
Cash and Cash Equivalents	2.3	3.0
Other Financial Assets	0	1.0
Financial Assets	2.3	4.0
Current Financial Liabilities	(17.1)	(11.5)
Long Term Financial Liabilities	(15.8)	(18.7)
Financial Liabilities	(32.8)	(30.2)
Net Financial Position	(30.5)	(26.2)
NFP/EBITDA ratio	2.8x rolling	2.2x

Appendix



DADA

DOMAINS & ADVERTISING

9M 2013 Results - Profit & Loss

€ mn	9M 2013	% on sales	9M 2012	% on sales
Net Revenues	57.1		64.8	
EBITDA	8.1	14%	9.3	14%
EBIT	2.2	4%	4.2	6%
Profit before Tax	0.0	0%	2.2	3%
Group Net Profit	-0.5	-1%	1.3	2%

9M 2013 Results - Revenues & EBITDA Breakdown

€ mn		9M 2013	EBITDA margin %	9M 2012	EBITDA margin %
Domains & Advertising	Revenues	45.0	16%	47.4	17%
	EBITDA	7.3		8.2	
Performance Advertising	Revenues	11.7	14%	16.8	14%
	EBITDA	1.6		2.3	
Adjustments	Revenues	0.4		0.6	
	EBITDA	(0.8)		(1.2)	
DADA Group	Revenues	57.1	14%	64.8	14%
	EBITDA	8.1		9.3	

9M 2013 Results - Balance Sheet

€ mn	30.09.2013	31.12.2012
Net Working Capital	(11.5)	(12.8)
Fixed Assets	93.2	91.9
Severance and Other Funds	(1.8)	(2.3)
Other Payables beyond one year	(0.1)	(0.2)
Net Capital Employed	79.8	76.6
Net Financial Position	(30.5)	(26.2)
Total Shareholders' Equity	(49.3)	(50.4)

9M 2013 Results - Cash Flow Statement

€ mn	9M 2013	9M 2012
Cash and Cash Equivalents at the Beginning of Period	(7.7)	(8.4)
Group Net Profit (Loss)	-0.5	1.3
Gross Operating Cash Flow	7.3	8.8
Working capital, Income taxes and Interest paid	(3.9)	(3.8)
Net Operating Cash Flow	3.5	5.0
Capex & Investing Activities	(7.8)	(4.9)
Financing Activities	(2.6)	4.8
Free Cash Flow	(6.9)	4.9
Cash and Cash Equivalents at the End of Period	(14.6)	(3.5)

Many thanks!

All forecasts included in this document are subject to risks and uncertainties of Dada itself and of Internet, media and Telco markets.

All forecasts are based on currently available information and reflect Dada Group management expectations.

All forecasts reflect market parameters, assumptions and other fundamentals which could change and therefore influence the future results.

All the forecasts are based on an hypothesis of organic growth and commercial and regulatory stability, particularly in the mobile market.

This document does not constitute solicitation of public saving.

