



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

PRESS RELEASE

INFORMATION DOCUMENT (EX ART. 84 BIS RE) FILING

Florence, October 1st 2014 - Dada S.p.A. advises that the Information Document pursuant to art. 84 bis RE, draft after the Company's Board of Directors have partially executed, in its meeting of August 4, the mandate granted by the Shareholders on 28 April 2014 for the share-based incentive plan for 2014-2016, is available to the public at the Company headquarter, on the authorized storage system 1Info www.1info.it and on the Company's website at www.dada.eu in the Corporate Governance/Stock Option Plan section.

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 several 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 the Netherlands under the brands Nominalia, Namesco, PoundHost, Register365 and the Amen Group, respectively. With regard to **online advertising**, Dada is active at an international level in the Performance Advertising business.*

For further information

www.dada.eu

Nicoletta Pinoia
Investor Relations DADA
Tel: +39 02 54027790
Mob: +39 334 6971556
nicoletta.pinoia@dada.eu

Cinzia Trezzi
Press Office
Burson-Marsteller
Tel. (+39) 02 72143813
cinzia.trezzi@bm.com