



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

DADA FINALIZES MOQU DISPOSAL TO ITALIAONLINE

Florence, 23 March 2015 - In execution of and in addition to the announcement made on 16 March 2015, notice is hereby given of the finalization today of the disposal to Italiaonline S.p.A. of the 100% interest held by DADA S.p.A in Moqu Adv S.r.l. A cash consideration of €5 million, based on a consolidated net financial position of Moqu at breakeven, was received today, while the earn-out, amounting to a maximum of €1 million, will be recognized proportional to actual achievement by Moqu of consolidated revenue in financial year 2015 in the range of €6 million to €8 million, to be paid, if the case, by 30 April 2016.

Any further development regarding the transaction will be disclosed in accordance with the 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) and in a number of advanced online advertising solutions.

*With over 520 thousand business clients and over 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. With regard to **online advertising**, DADA is active at an international level in the Performance Advertising business.*

For further information

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