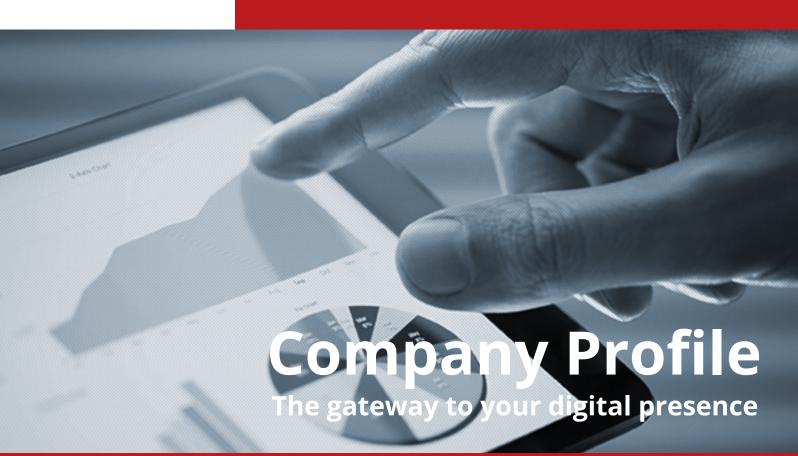


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http://www.dada.eu

Company

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in online presence and visibility services (domains, hosting, servers, online brand protection) for European SMBs. With over 560K business clients and 1.8 mln domains under management, and 1.6 mln email accounts and 650K active hosting plans, Dada is one of the leading names in the European Domain & Hosting segment and is a key player in its markets of operation: in Italy through its established brand Register.it, as well as in the UK, Ireland, Spain, France, Portugal and the Netherlands under the Namesco, PoundHost, Register365, Nominalia and Amen brands, respectively.



Key Assets



560 K CUSTOMERS



650 K HOSTING



1.8 MLN DOMAINS



1.6 MLN EMAIL







(poundhost



#2 IRELAND







(nominalia



WORLD CLASS OWNED & LOCAL CUSTOMER CARE (30% OF WORKFORCE)

DATACENTER (UK) 50.000 MQ 99,9% UPT IME SLA

7 PETABYTES **INFRASTRUCTURE** DATA STORAGE

Financial Data

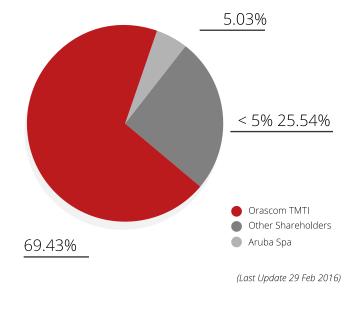
€m	Annual Results		Var %	9 Months Results	
	31/12/15	31/12/14	'15 vs '14	30/09/15	30/09/14
Revenues	62.17	59.50	4.48%	46.46	44.49
Ebitda	10.47	9.16	14.23%	8.46	7.03
Ebitda margin	16.84%	15.40%	n.a	18.13%	15.80%
Ebit	3.16	1.50	111.22%	3.04	1.28
Ebit Margin	5.09%	2.52%	n.a.	6.51%	2.89%
Ebt	2.88	-1.18	n.a.	3.34	-0.71
Ebt margin	4.63%	-1.99%	n.a.	7.16%	-1.59%
Net Resu l t	1.33	-2.19	n.a.	2.28	-1.38
E-Margin	2.14%	-3.68%	n.a.	4.88%	-3.11%
	Annual Results		Var %	9 Months Results	
	31/12/15	30/12/14	'15 vs '14	30/09/15	30/09/14
NPF (Cash)	27.90	33.57	-16.90%	28.40	32.90
Shareholders' equity	59.34	50.15	18.32%	58.99	51.08
Net capital employed	87.24	83.72	4.20%	87.39	83.98

Dada Share Analysis



MARKET	STAR SEGMENT - MTA
PRICE	€ 2.62
NOSH	€ 1.7 MLN
MKT CAP	€ 43.8 MLN
PERFORMANCE YTD	+25.0%
RELATIVE PERF vs STAR INDEX YTD	+34.0%
AVERAGE DAILY VOLUMES YTD	44,447
ISIN	IT0001455473
BLOOMBERG: DA.IM	
REUTERS DA.MI	
	(Last Update 29 Feb 2016)

Shareholders



Coverage

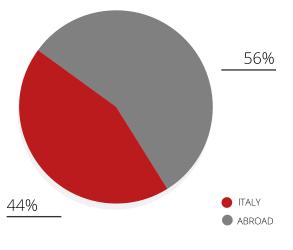
DADA STOCK

Arialysus Coverage.	
Banca IMI	
Rating:	Buy
Target Price	Euro 4.4 per share
	(Last Update Feb 2016)

Next Events

April 28/29,2016	Shareholders' meeting
May 12, 2016	1Q 2016 Resu l ts
July 28, 2016	1H 2016 Results
November 10, 2016	9M 2016 Results

Revenues Breakdown



UK IRL ES FR PT EU AREA IΤΑ UK AREA

Over 75% Turnover • UK+ • ITA





FY 2015 Revenues = € 62.2 mln (100%)