



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

2012 CORPORATE EVENTS CALENDAR

Florence, January 27th, 2012 - Dada S.p.A. today announced the calendar of corporate events for 2012:

- **February 8th, 2012:** Meeting of the Board of Directors to approve Dada S.p.A.'s preliminary consolidated Financial Statements as of December 31st, 2011
- **March 12th, 2012:** Meeting of the Board of Directors to approve Dada S.p.A.'s draft and Group consolidated Financial Statements as of December 31st, 2011
- **April 24-26th, 2012:** Shareholders' meeting for the approval of 2011 Financial Statements (1st and 2nd call)
- **May 10th, 2012:** Meeting of the Board of Directors to approve the Intermediate Report of the Dada Group as of March 31st, 2012
- **July 24th, 2012:** Meeting of the Board of Directors to approve Dada Group's Half-yearly financial Report as at June 30th, 2012
- **November 12th, 2012:** Meeting of the Board of Directors to approve the Intermediate Report of the Dada Group as at September 30th, 2012

In proximity to the single events listed above, the Company will inform you of any and all modifications and/or changes which may occur.

Contacts:

Dada

Nicoletta Pinoia

Investor Relations Dada

Mob: +39 334 6971556

Tel 02/54027790 - nicoletta.pinoia@dada.net