



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

2013 CORPORATE EVENTS CALENDAR AND JOINING THE OPT/OUT PROVISIONS ADOPTED WITH CONSOB RESOLUTION NO. 18079 OF 20 JANUARY 2012

Florence, January 30th, 2013 - DADA S.p.A. today announced:

- **the calendar of corporate events for 2013:**

- **February 22th, 2013:** Meeting of the Board of Directors to approve DADA S.p.A.'s draft and Group Consolidated Financial Statements as of December 31st, 2012
- **April 4/22th, 2013:** Shareholders' meeting for the approval of 2012 Financial Statements (1st and 2nd call)
- **May 2/10th, 2013:** Meeting of the Board of Directors to approve the Intermediate Report of the DADA Group as of March 31st, 2013
- **July 26/31th, 2013:** Meeting of the Board of Directors to approve DADA Group's Half-yearly financial Report as at June 30th, 2013
- **November 8/12th, 2013:** Meeting of the Board of Directors to approve the Intermediate Report of the DADA Group as at September 30th, 2013

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

- **Joining the opt-out provisions adopted with CONSOB Resolution no. 18079 dated 20 January 2012**

In accordance with art. 3 of CONSOB Resolution no. 18079 of 20 January 2012, DADA S.p.A. has chosen to join the process of regulatory simplification pursuant to art. 70, paragraph 8, and art. 71, paragraph 1-bis of the Regulation adopted by CONSOB with Resolution 11971 of 14 May 1999, as subsequently amended and supplemented (CONSOB Issuer Regulation). It therefore chooses the option to derogate from the requirement to publish information documents as required in Attachment 3B of the above-mentioned CONSOB Regulation for significant transactions such as mergers, spin-offs, capital increases in kind, acquisitions and disposals.



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, server, online brand protection) and in several advanced online advertising solutions.

With 510 thousand business clients and more than 1.8 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 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 continues with the strategic international expansion of its Performance Advertising business.

For additional information:

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