



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

## PRESS RELEASE

Florence, August 7, 2013 - During the Board of Directors (the "Board") meeting of DADA S.p.A. (the "Company") held today, the resignations of the following Directors were formally acknowledged with immediate effect: Ms Silvia Michela Candiani (independent), Mr Claudio Cappon (independent), Mr Giorgio Cogliati, Mr Riccardo Taranto and of Chairman Avv. Alberto Bianchi. Mr Alessandro Foti, former independent director, had previously resigned with immediate effect on July 3, 2013.

Consequently, the Board appointed six new Directors. The new Directors are: Ms Hanan Abdel Meguid, Mr Karim Beshara, Mr Antonio Converti, Mr Aldo Mareuse and Ms Sophie Surssock, while Mr Khaled Bichara was designated as new Director and Chairman of the Company.

The newly appointed Directors will remain in office until the next Company's Annual General Meeting. The curricula of the new Directors are available at the registered office and on the Company's website, [www.dada.eu](http://www.dada.eu) (under the Corporate Governance/Board of Directors and Control Bodies section).

Furthermore, as previously disclosed to the market, the completion of the sale by RCS MediaGroup S.p.A. ("RCS") to Orascom TMT Investments S.à r.l. ("OTMTI") of its entire stake held in the Company is expected to take place today, as a result of which OTMTI, through its wholly-owned subsidiary Libero Acquisition S.à r.l., will become legally obligated to launch a Mandatory Tender Offer on DADA ordinary shares held by the market.

The Board, together with the Independent Directors, after formally acknowledging that the conditions to launch the Mandatory Tender Offer on DADA ordinary shares will occur following the completion of the above mentioned sale, resolved to appoint Rothschild S.p.A. as financial advisor to prepare a fairness opinion on the tender offer consideration, to which the Board and the Independent Directors may refer in making their own assessments on the Mandatory Tender Offer pursuant to Article 103, Paragraph 3, of the Consolidated Finance Act and to Articles 39 and 39-bis of the Issuer Regulations of Consob.

Finally, the Board appointed the international law firm Shearman & Sterling as legal advisor to assist the Company in fulfilling its obligations related to the MTO.



\*\*\*

*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 520 thousand business clients and more than 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 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](mailto:nicoletta.pinoia@dada.eu)*

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