



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

PRESS RELEASE

SHARE CAPITAL INCREASE

Florence, October 25, 2013 - DADA S.p.A. hereby provides notice of the new composition of the fully paid-up share capital following the subscription of the options resulting from the Stock Option Plan approved by the Board of Directors on October 28, 2011 (pursuant to the resolution of the Shareholders' AGM held in extraordinary session on October 25, 2011).

The new share capital statement has been today filed for registration in the Florence Company Register.

TABLE

	Current Share Capital			Previous Share Capital		
	<i>Euro</i>	<i>No. Shares</i>	<i>Nominal Value (€)</i>	<i>Euro</i>	<i>No. Shares</i>	<i>Nominal Value (€)</i>
Total of which:	2,835,611.73	16,680,069	0.17	2,755,711.73	16,210,069	0.17
Ordinary Shares	2,835,611.73	16,680,069	0.17	2,755,711.73	16,210,069	0.17

For additional information:

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