



**CONSOLIDATED FIRST QUARTER
REPORT OF THE DADA GROUP
AT MARCH 31, 2008**

(Prepared in accordance with IAS/IFRS international accounting standards)

Registered Office: Piazza Annigoni, 9B - Florence
Share capital Euro 2,755,711.13 fully paid-in
Florence Company Registry Office No. Flo17- 68727 - REA 467460
Fiscal code/VAT No. 04628270482

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CORPORATE BOARDS

The corporate boards were appointed by the Shareholders' Meeting on April 21, 2006 for the three-year period 2006-2008.

BOARD OF DIRECTORS

Paolo Barberis	Chairman ¹
Angelo Falchetti	Director ²
Salvatore Amato	Director ^{3,4,5}
Marco Argenti	Director ²
Lorenzo Lepri	Director ²
Raffaello Napoleone	Director ^{3,4}
Barbara Poggiali	Director
Monica Alessandra Possa	Director ⁵
Roberto Ravagnani	Director
Riccardo Stilli	Director
Giorgio Valerio	Director
Pietro Varvello	Director
Danilo Vivarelli	Director ^{3,4,5}

- 1 - Chairman with signatory powers for all operational areas of the Company
- 2 - Director with signatory powers in some areas of the Company
- 3 - Independent director in accordance with the self-governance code for Listed Companies.
- 4 - Member of the Internal Control Committee
- 5 - Member of the Remuneration Committee

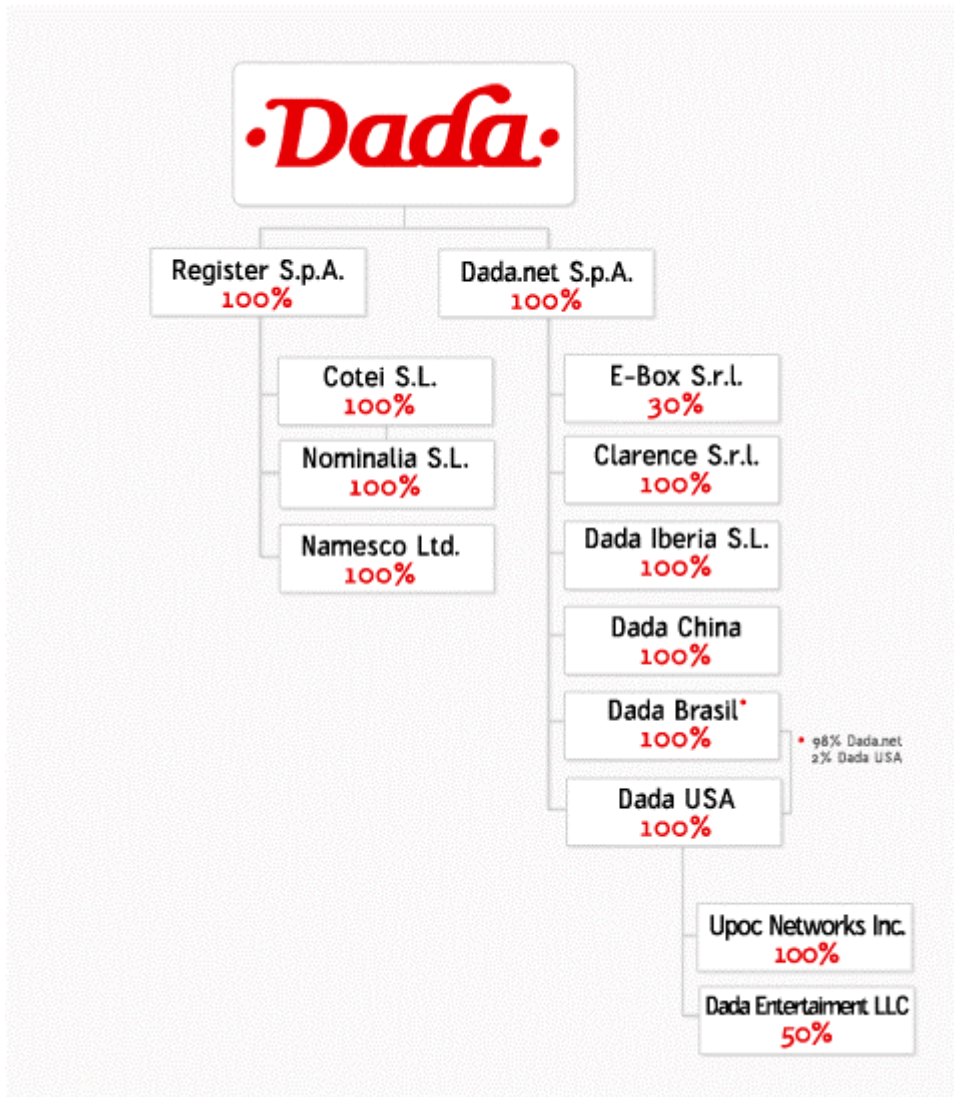
BOARD OF STATUTORY AUDITORS

Pier Angelo Dei	Chair - Board of Stat. Auditors
Piero Alonzo	Statutory Auditor
Massimo Cremona	Statutory Auditor
Claudio Pastori	Alternate Auditor
Francesca Pirrelli	Alternate Auditor

INDEPENDENT AUDIT FIRM

Reconta Ernst & Young S.p.A.

STRUCTURE OF THE GROUP



RESULTS OF THE DADA GROUP IN ACCORDANCE WITH IAS/IFRS ACCOUNTING STANDARDS

Consolidated Results (3 months)

(millions of Euro)	31/03/2008	31/03/2007
Revenues	40.6	35.4
Ebitda	7.0	4.4
Amortisation & Depreciation	-1.6	-1.0
Ebit	5.3	3.4
Group net profit	3.9	2.8

Consolidated balance sheet as at March 31, 2008

(millions of Euro)	31/03/2008	31/12/2007
Net Working Capital	-4.1	-4.7
Net Capital Employed	80.3	79.1
Net Equity	67.2	62.3
Total net financial position	-13.1	-16.8
Number of employees	516	474

DIRECTORS' REPORT ON OPERATIONS

INTRODUCTION

The consolidated first quarter accounts as at March 31, 2008 were prepared in accordance with International Accounting Standard No. 34 "Interim Reporting" (IAS 34) and, in relation to the accounting principles, in accordance with IAS/IFRS issued by the IASB and approved by the European Union as per article 81 of the Issuers' Regulations No. 11971, issued by Consob on May 14, 1999, and subsequent amendments. For comparative purposes, the figures for the previous periods were also prepared in accordance with IAS/IFRS. The following quarterly report has been prepared in accordance with Regulation No. 11971 of May 14, 1999.

It is also noted that the present quarterly report was prepared taking into consideration the current accounting standards at the date of their preparation. It is possible that new versions or interpretations of the IFRS will be issued before the publication of the financial statements for the quarter. If this occurs, it is therefore possible that there will be an effect on the data presented in the IFRS first quarter report and in the reconciliation schedules prepared in accordance with IFRS 1.

DADA GROUP PROFILE

Dada is listed on the Milan Stock Exchange in the STAR segment (DA.MI) and includes the RCS group (which holds 46.54%) among its shareholders, in addition to the management and founding shareholders with 12.54% of the share capital.

During the present quarter, the Dada Group reviewed its internal structure which is now based on 2 business areas: Dada.net (community & entertainment services focused on music) and DadaPro (professional services and advertising on the Internet).

Dada's services are provided through the Dada.net community (www.dada.net) and offers its customers a wide range of "Mobile Entertainment" and "Community" products and services, accessible both via PC and Mobile phone (through the SMS/MMS channel and its "Deck" presence - the micro-portals of the main mobile phone operators).

The uniqueness of the Dada services is the convergence of a vast number of applications and a rich library of content, from Entertainment/Infotainment to Social Networking and Dating, in a single all inclusive subscription, accessible via web and mobile.

Through the business unit DadaPro and the brand Dada Ad, Dada offers advertising solutions on the internet and portals of UMTS mobile carriers. Dada Ad is in fact the advertising agency of Dada, which manages exclusively the advertising spaces on the mobile phones 3 Italia and Vodafone, in addition to the advertising spaces on well-known websites and portals.

DadaPro also includes the activities of Register.it S.p.A., European leader in the registration of internet domains and the management of the online presence of individuals and businesses, which in 2006 acquired Nominalia S.L. and in July 2007 Namesco Ltd., leaders respectively in Spain and in the UK in the same sector of domains and hosting.

The Dada Group includes Upoc Networks - a provider of added value web and mobile phone

services and an international leader in the blog and social networking sector with the Splinder and Motime brands - and Blogio - the most visited vertical blog network in Italy.

From October 1, 2007, the joint venture of Dada Entertainment LLC by Dada and SONY BMG MUSIC ENTERTAINMENT became operative, which aims to develop new entertainment services accessible via web and mobile. 50% of Dada Entertainment is held by Dada and the remaining 50% by SONY BMG MUSIC ENTERTAINMENT. Massimiliano Pellegrini was appointed CEO of Dada Entertainment in October 2007.

Consolidation principles

The present quarterly report includes the quarterly results of the Parent Company Dada S.p.A. and of the companies it controls as at March 31, 2008. Based on the accounting standards applied, the control of a company is defined as when the company has the power to determine the financial and operating policies of a company so as to benefit from its activities.

The results of subsidiaries acquired or sold during the year are included in the consolidated income statement from the date of acquisition until the date of sale.

Where necessary, adjustments are made to the financial statements of subsidiaries in order to apply uniform Group accounting policies.

All significant transactions between companies included in the consolidation scope are eliminated.

The minority share interests in the subsidiaries consolidated are recorded separately in shareholders' equity. This minority interest is determined based on the percentage held in the fair value of the assets and liabilities recorded at the original acquisition date (see below) and in the changes in shareholders' equity after this date. After the initial recording, the losses attributable to the minority shareholders exceeding the shareholders' equity pertaining to them are allocated to the Group shareholders' equity except where the minority shareholders have a binding obligation and are capable of making further investments to cover the losses.

The accounting principles adopted are the same as those utilised for the annual accounts at December 31, 2007 with the exception of the following:

Up to the financial statements at December 31, 2007, the user acquisition costs in the Dada.net division were correlated to the revenues on an accruals basis.

This correlation is determined on the basis of the historical LTV (life time value), rolling on a half-year basis, of the users acquired for the paid services.

In relation to the above, IASB at the end of 2007, issued an exposure draft of the Improvement Project, re-examining and reviewing some aspects related to the issue. In particular, the proposal to amend the IASB standards expanded upon the concept of the prepaid charges, which would sanction an analytical approach in order to limit the possibility of recording prepayments only in some circumstances.

The above amendments, in accordance with the IASB calendar, should be concluded in the first half of 2008 and be effective as of January 1, 2009, with the possibility of advanced application.

Therefore in consideration of the matters outlined above, and in particular of the fact that this new interpretation will be obligatory from the year 2009, with possibility of advanced

application in 2008, the Dada Group adopted this new interpretation from the current year, with consequent recording in the income statement of the user acquisition costs when incurred.

The change in the application of this standard resulted in an adjustment to the data at December 31, 2007 and at March 31, 2007 as follows:

- at December 31, 2007, a negative effect on the net equity of approx. Euro 6.2 million and a positive effect on the income statement of approx. Euro 1.2 million before the tax effect.

- at March 31, 2007, a negative effect on the net equity of approx. Euro 10.9 million and of Euro 0.3 million on the result for the period before the tax effect;

It is recalled that the above account affects the net working capital (due to the reduction of the accrued income included under receivables against net equity) which at March 31 decreased from Euro 5,167 thousand to Euro -5,786 thousand and at December 31 from Euro 1,494 thousand to Euro -4,684 thousand.

The balance sheet and income statement reported in the present interim accounts at March 31, 2008 were restated to reflect the above changes.

The consolidation scope for the period is shown below:

<i>Consolidation scope</i>	At March 31, 2008			At December 31, 2007			At September 30 2007		
Values: Euro/ooo	Perc. Held	Period Consol.	Share capital	Perc. Held	Period Consol.	Share capital	Period Consol.	Period Consol.	Share capital
Dada SpA (FI)	Parent Company	Jan - Mar 2008	2,755	Parent Company	Jan-Dec 2007	2,736	Parent Company	Jan-Sept. 2007	2,736
Register SpA (BG)	100%	Jan - Mar 2008	1,913	100%	Jan-Dec 2007	1,913	100%	Jan-Sept. 2007	1,913
- Cotei SL (Barcellona - ES) ind.	100%	Jan-Mar 2008	23	100%	Jan-Dec 2007	23	100%	Jan-Sept. 2007	23
- Nominalia SL (Barcelona - SP) ind.	100%	Jan - Mar 2008	3	75%	Jan-Dec 2007	3	75%	Jan-Sept. 2007	3
- Namesco Limited (Worcester- GB) ind.	100%	Jan-Mar 2008	-	100%	Jul - Dec 2007	-	100%	-	-
Dada.net S.p.A. (FI)	100%	Jan-Mar 2008	9,933	100%	Jan-Dec 2007	9,933	100%	Jan-Sept. 2007	9,933
- Clarence S.r.l. (FI) ind.	100 %	Jan - Mar 2008	21	100%	Jan-Dec 2007	21	100%	Jan-Sept. 2007	21
- Dada USA Inc (NY - USA) ind.	100%	Jan-Mar 2008		100%	Jan-Dec 2007		100%	Jan-Sept. 2007	
- Upoc Inc (NY - USA) ind.	100%	Jan - Mar 2008		100%	Jan-Dec 2007		100%	Jan-Sept. 2007	
- Dada Brasil Serviços de Tecnologia Ltda (SP - BR) ind.	100%	Jan-Mar 2008	163	100%	Jan-Dec 2007	163	100%	Jan-Sept. 2007	163
- Media Dada Science and Development Co. Ltd (Beijing - CHINA) ind. *	100%	Jan-Mar 2008	759	100%	Jan-Dec 2007	759	100%	Jan-Sept. 2007	759
- Dada Iberia SL (Barcelona - SP) ind.	100%	Jan - Mar 2008	3	100%	Jan-Dec 2007	3	100%	-	3
- Tipic Inc (NY - USA) ind. **							100%	Jan-Sept. 2007	1

* Company sold to DadaNet from Dada SpA in January 2008.

** Company merged with Dada Usa Inc in December 2007.

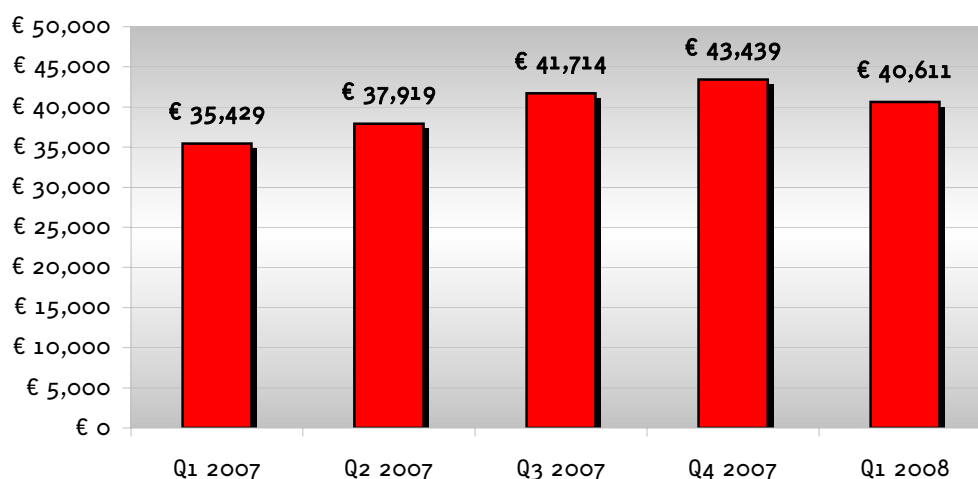
OPERATIONAL PERFORMANCE

Dear Shareholders,

In the first quarter of 2008, the **DADA Group** recorded consolidated revenues of **Euro 40.6 million**, compared to Euro 35.4 million in the same period of 2007, **an increase of 15%**.

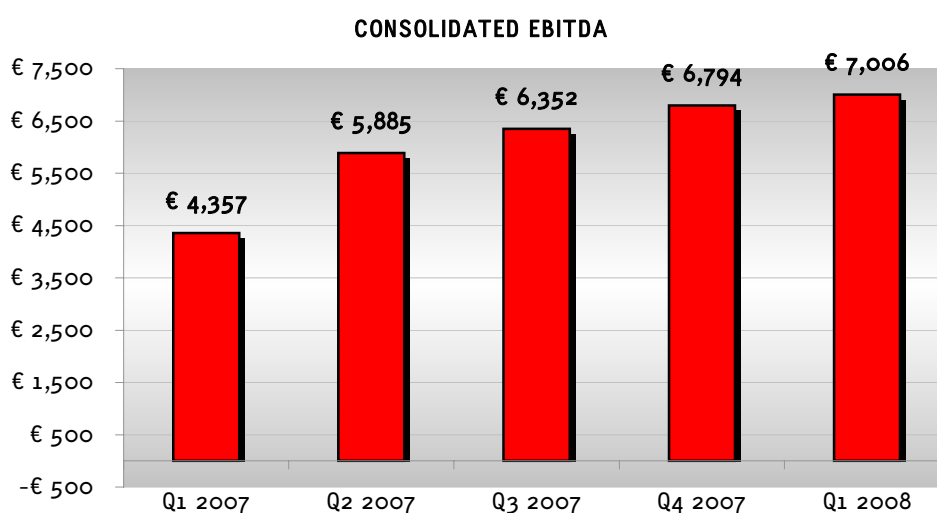
The consolidated revenues trend in the last 5 quarters is shown in the table below:

CONSOLIDATED QUARTERLY SALES



The **consolidated Ebitda** of the Dada Group in the first quarter (before write-downs and other extraordinary items) was **Euro 7.0 million**, compared to Euro 4.4 million in the first quarter of 2007, **growth of 61%**.

The trend of the consolidated Ebitda in the last 5 quarters is shown in the graph below:



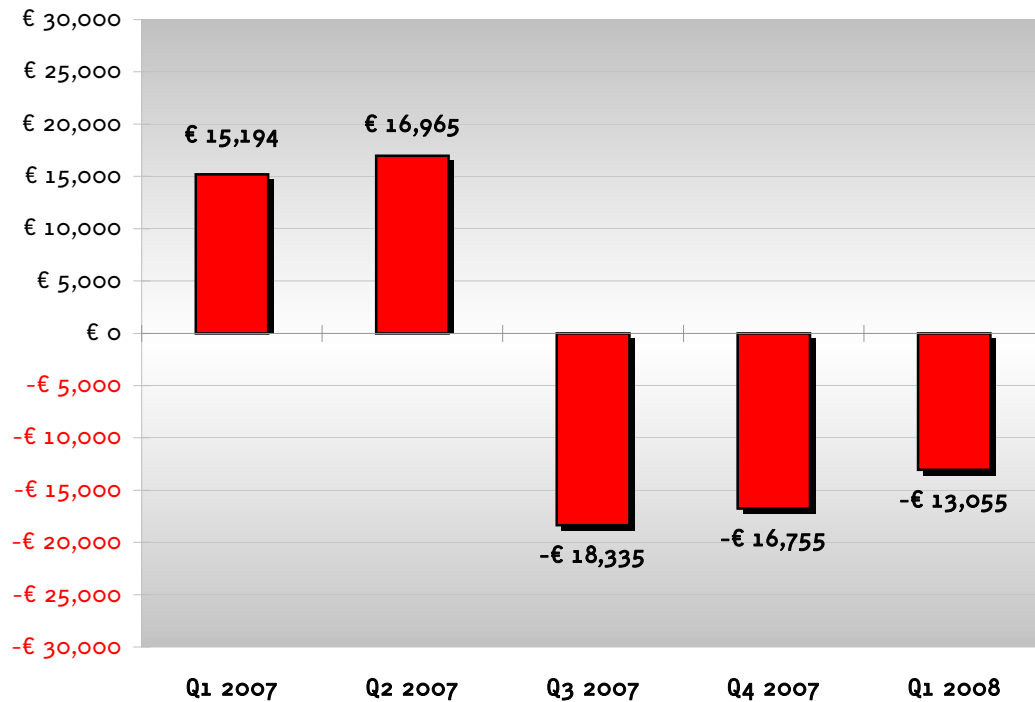
The total net financial position, which includes loans repayable beyond one year, was a net debt of Euro 13.1 million, in comparison to funds of Euro 15.2 million at the end of the first quarter of 2007 and debt of Euro 16.8 million at December 31, 2007.

There was therefore a net improvement of Euro 3.8 million.

The graph below shows the changes in the net financial position:

The total Consolidated Net Financial Position of the Dada Group at March 31, 2008 was net debt of Euro 13.1 million, compared to net debt of Euro 16.8 million at December 31, 2007.

CONSOLIDATED NFP



Results

A summary is provided below of the results of the **Dada Group** in the first quarter of 2008, compared to the same period in the previous year:

Amounts in Euro/thousand	Mar 31, 08		Mar 31, 07		DIFFERENCE	
	3 months		3 months *		Absolute	%
	Amount	% of total	Amount	% of total		
Net Revenues	40,611	100%	35,429	100%	5,182	15%
Changes in inventory and internal work	1,212	3%	795	2%	417	52%
Service costs and other operating costs	-28,061	-69%	-26,231	-74%	-1,830	7%
Personnel costs	-6,756	-17%	-5,636	-16%	-1,120	20%
Ebitda**	7,006	17%	4,357	12%	2,649	61%
Amortisation & Depreciation	-1,570	-4%	-963	-3%	-607	63%
Non-recurring income (charges)	-55	0%	0	0%	-55	
Revaluations/(Write-downs)	-50	0%	0	0%	-50	
Ebit	5,331	13%	3,394	10%	1,937	57%

(*) data restated based on the change in the standard reported at page 8 of the present report.

(**) before write-downs and extraordinary items of Euro 0.1 million

The consolidated revenues of the DADA Group in the first quarter were Euro 40.6 million, compared to Euro 35.4 million in the same period in the previous year and Euro 43.4 million in the fourth quarter of 2007.

Between the second part of 2007 and the beginning of 2008 the consolidation scope changed significantly from the first quarter of the previous year.

The principal effects on revenues in the first quarter of 2008 compared to the same period of 2007 are shown below:

- in the first quarter of 2007 the company Softec S.p.A. was fully consolidated, a company subsequently sold in April 2007, and therefore not included in the consolidation scope in 2008.

- in the first quarter of 2007, the activities of the company Dada Usa Inc. relating to the VAS American market were still included. These activities were conferred in September last year into the Joint Venture Dada Entertainment LLC, held 50% with Sony BMG, and therefore these activities do not contribute to revenues in the first quarter of 2008.

- in the first quarter of 2008 the company Namesco Ltd, acquired in July 2007, was fully consolidated, and therefore not contributing to revenues in the first quarter of 2007.

The total net effect on the consolidated revenues of the above changes to the consolidation scope is higher sales of Euro 5.2 million; consequently the growth in sales in 2008 over 2007 would have been 29% instead of 15%.

The contribution to revenues of the divisions of the DADA Group in the first quarter of 2008 illustrate a contribution of 58% from the Dada net division, compared to 72% in the first quarter of the previous year, while the Dada pro division contributed 42% to consolidated revenues, compared to 28% in the first quarter of the previous year.

The contribution of the divisions were impacted by the change in the consolidation scope, whose effects were described above.

For further information on the performance of the divisions, reference should be made to the paragraph on segment information as per IAS 14.

Geographically, foreign revenues accounted for 45% of Group revenues compared to 47% in the first quarter of 2007 and in the fourth quarter of 2007. The change in the consolidation area mentioned above also impacted upon this figure, particularly in relation to the conferment of the VAS mobile services in the United States from Dada Usa Inc. to the Joint Venture with Sony BMG, Dada Entertainment LLC, and the acquisition of the English company Namesco. The contribution of the Brazilian and Spanish markets was particularly significant.

At divisional level, it is recalled that from the current year the organisational structure of the Dada Group was reviewed and now comprises the following divisions: **Dada.net** and **Dada.pro** (which includes the activities of Dada.adv.)

The breakdown of consolidated revenues of the Dada Group by sector of activity reports:

The **Dada.net Division** contributed Euro 24.3 million to consolidated revenues in the first quarter of 2008 (58% of Group revenues), compared to Euro 26.2 million in the first quarter of the previous year. The contribution of the division to Group sales fell from 72% in the previous quarter to 58%, due to both the change in the consolidation area of the Dada.pro division, which benefited from the sales of the company Namesco Ltd, and from the conferment of the VAS mobile services of the US subsidiary Dada USA to the Joint Venture with Sony Bmg. This is reported in greater detail below.

The **Dada.pro Division** contributed Euro 17.8 million to consolidated revenues in the first quarter of 2008 (42% of Group revenues), compared to Euro 10 million in the first quarter of 2007 (28% of Group revenues), an increase of 78%.

The inclusion of the English company Namesco Ltd in the consolidation scope impacted positively on this increase which contributed approx. Euro 3.4 million of revenues in the first quarter of 2008.

The Dada Group consolidated Ebitda in the quarter (before write-downs and other extraordinary items) was **Euro 7 million** (a margin of 17% on consolidated sales), compared to Euro 4.4 million in the same period of the previous year (margin of 12%) and in the fourth quarter of 2007 which amounted to 6.8 million, with respective growth of 61% and 3%.

A significant proportion of the service and other operating costs consisted of expenses incurred in the development and strengthening of the Dada.net Division's subscription user base at both international and national level. However, this cost item decreased compared to the

same period of the previous year due to the change in the consolidation scope. In fact, the costs in the quarter were affected by the conferment, on the first of October 2007, of the value added services in the American market into the JV Dada Entertainment LLC, a company valued at equity in the financial statements, which directly sustains these costs.

Personnel costs increased in absolute terms compared to the first quarter of 2007. Total personnel costs in the first quarter of 2008 were Euro 6.8 million compared to Euro 5.6 million in the same period of the previous year. This increase is entirely related to the expansion of the activities of the companies and in particular of the development within the Dada.net sector and to the change in the consolidation scope.

The percentage of the general costs is in line with the previous quarters.

The total effect on the EBITDA of the change in the consolidation scope previously described was negative for Euro 249 thousand.

In the first quarter of 2008 the **consolidated Ebit was Euro 5.3 million** (13% of the consolidated sales), a significant growth on the first quarter of 2007 when it amounted to Euro 3.4 million (10% of consolidated sales), a growth therefore of 57%.

The Ebit for the quarter includes amortisation and depreciation on intangible and tangible fixed assets totalling Euro 1.6 million, while write-downs and non-recurring charges amounted to Euro 0.1 million.

Depreciation/amortisation increased compared to the first quarter of the previous year (Euro 0.6 million), due to the investments made in the development of products and capital expenditures.

The change in the consolidation area, as previously described, had a negative effect on the operating result of Euro 44 thousand.

The Consolidated net profit of the Dada Group in the first quarter of 2008 was Euro 3.9 million, equal to 10% of consolidated revenues, while in the first quarter of 2007 the net profit amounted to Euro 2.8 million (8% of consolidated revenues). The growth compared to the same period of 2007 was therefore 42%.

Income taxes in the period amounted to Euro 1.2 million, principally relating to Irap regional taxes and income taxes of foreign companies. In the first quarter of 2007, the tax charge was Euro 0.2 million. It is noted that tax losses carried forward amount to approximately Euro 60 million.

There is no longer a minority shareholding as a consequence of the completion of the acquisition of Nominalia in January 2008.

The change in the consolidation area, as previously described, had a negative effect on the net result of Euro 286 thousand compared to the first quarter of 2007.

Financial position and balance sheet

The composition of the short-term net financial position at March 31, 2008 compared to that at December 31, 2007 is shown below:

FINANCIAL POSITION		Mar 31, 08	Dec 31, 07	DIFFERENCE	
				Absolute	Percent
A	Cash	14	21	-7	-33%
B	Bank and postal deposits	17,029	15,638	1,391	9%
C	Securities held for trading				
D	Liquidity (A+B+C)	17,043	15,659	1,384	9%
E	Current financial receivables	1,942	1,359	-	
F	Current bank payables	- 1,452	- 2,377	925	-39%
G	Current portion of non-current debt	- 6,548	- 4,942	- 1,606	32%
H	Current debt (F+G+H)	- 8,000	- 7,319	- 681	9%
I	Current net financial position (I-E-D)	10,985	9,699	1,286	13%
J	Non-current bank payables	- 24,040	- 26,454	2,414	-9%
K	Other non-current payables	-	-	-	
L	Non-current debt (K+L)	- 24,040	- 26,454	-50,494	191%
M	Total net financial position (J+M)	- 13,055	- 16,755	3,700	-22%

The total net financial position, which also includes medium/long term sources and uses was net debt of Euro 13.1 million at March 31, 2008, net of payables to banks and other lenders repayable beyond one year of Euro 24.0 million. This amount at March 31, 2007 was a cash position of Euro 15.2 million and at December 31, 2007 net debt of Euro 16.8 million. In the first quarter of 2008, there was a total net increase of Euro 3.7 million.

On the Group cash flow, there was a cash inflow from the exercise of the first stock option plan. On February 6, 2008, the period closed for the subscription to the share capital increase deliberated by the Board of Directors on June 20, 2005 for the stock option plan for employees of Dada S.p.A. and its subsidiaries. The number of options exercised was 112,990 and the financial contribution was Euro 1.2 million.

The short-term Consolidated Net Financial Position at March 31, 2008 was a cash balance of Euro 11.0 million, compared to Euro 15.2 million at March 31, 2007 and Euro 9.7 million at December 31, 2007.

In relation to investments in the quarter it is noted:

The completion of the acquisition of Nominalia, for a total payment of Euro 1.3 million as the third payment to the closing in January;

Investments in intangible assets relating for Euro 1.2 million to costs for the development of processes and the proprietary platform necessary for the provision of the services of the Dada.net and Dada.pro divisions and for Euro 0.1 million for the acquisition of licenses and software;

Investments in tangible fixed assets totalling Euro 0.6 million comprising purchases of servers and other EDP equipment.

The composition of the net working capital and the net capital employed at March 31, 2008 is shown below:

Amounts in Euro/thousand	Mar 31, 08	Dec 31, 07	DIFFERENCE	
			Absolute	Percent.
Fixed assets (A)	86,863	86,428	435	1%
Current assets (B)	89,451	73,983	15,468	21%
Current liabilities (C)	-93,554	-78,667	-14,887	19%
Net working capital (D) = (B)-(C)	-4,103	-4,684	581	-12%
Employee leaving indemnity provision (E)	-1,433	-1,545	112	-7%
Provision for risks and charges (F)	-1,073	-1,125	52	-5%
Net capital employed (A+D+E+F)	80,254	79,074	1,180	1%

The Net working capital at March 31, 2008 amounted to Euro -4.1 million, an improvement on March 31, 2007, when it amounted to Euro -5.8 million and at December 31, 2007 (Euro - 4.7 million). The net working capital is impacted by the change in the accounting treatment of the user acquisition costs which resulted in the elimination of the accrued income under current assets.

This trend is related to the improvement between the payment and collection periods, as well as the conferment of the VAS activities on the American market in the Dada Entertainment LLC Joint Venture created with Sony BMG, which resulted in a benefit in this amount equal to the value of the investment.

It is recalled that in general the value-added services activities are characterised by temporary differences between the creation/strengthening of the user base and the benefit in monetary terms. In addition, this business is also characterised by important temporary differences between the average period of payments and receipts.

In relation to trade receivables, it is recalled that over 80% of the total value is due from telephone carriers, directly or through affiliates, and from which a large part of the sales are generated for fee-based services of the Dada.net division, that as previously reported have increased significantly in recent months.

The changes in the principal balance sheet accounts are due to the normal increases related to the increased business activity of the DADA Group, both in terms of sales and current spending.

In addition, the change in the consolidation area, therefore with the exclusion of the Softec operating results and the inclusion of Namesco Ltd resulted in an improvement in the NFP of Euro 1 million at the end of the first quarter of 2008 compared to March 31, 2007.

Financial risks

The growth of the activities of the Dada Group on the international markets, including through acquisitions of important operating companies, increased the overall financial risk profile of the Group. In particular, the exchange risk became significant, against greater revenues in foreign currencies, the interest rate risk against a medium term loan for the acquisition of the UK company Namesco Ltd and the general liquidity risk against the possible changes in financing.

The Dada Group since 2007 has consequently given great attention to the analysis and the preparation of adequate reporting and monitoring procedures of the exchange and interest/liquidity risks, as well as strengthening the operating structure of the corporate area for the monitoring and control of these financial risks.

THE ORGANISATIONAL STRUCTURE OF THE DADA GROUP

Segment information of the Group as per IAS 14

The DADA Group's primary disclosure of information is by Business Units.

From the present quarter, the Group organisation structure changed and therefore the Business Units are comprised of the **Dada.net Division** and the **Dada.pro Division**, while until December 31, 2007 a third division also existed, Dada.adv, now part of the Dada.pro division.

The Dada.net division is operated by Dada.net S.p.A., while the Dada.pro division is operated by the subsidiaries Register.it S.p.A., Cotei/Nominalia SL and Namesco.

The Dada.net Division also includes all of the subsidiaries of Dada.net S.p.A. (Clarence S.r.l., Dada USA Inc, Upoc Inc, Dada Iberia, Dada Brasil and Dada China).

The following divisional income statements take into account the costs and revenues relative to each segment.

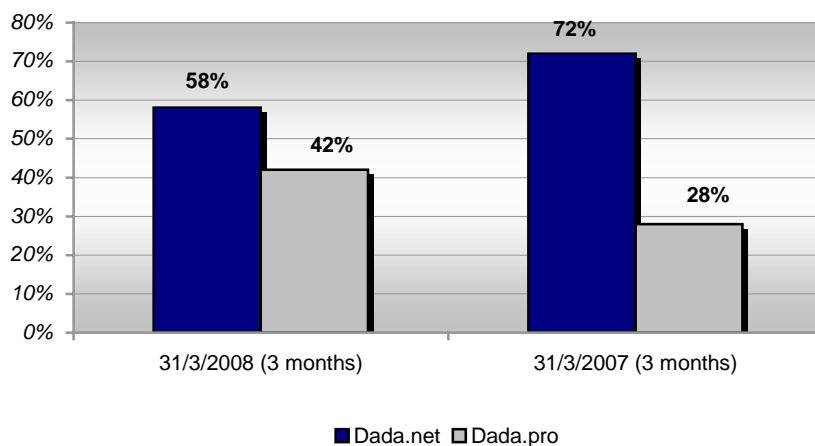
The share of general expenses and overhead amortisation and depreciation is not allocated to the individual divisions, but only allocated at consolidated level ("corporate depreciation and amortisation" and "general expenses not allocated" accounts). In addition, write-downs, extraordinary items and income taxes are not included in the divisional results.

The segment costs and revenues are considered before inter-divisional balances, which are eliminated in the consolidation process (see column "adjustments" of the tables).

The secondary level is identified as the geographic areas.

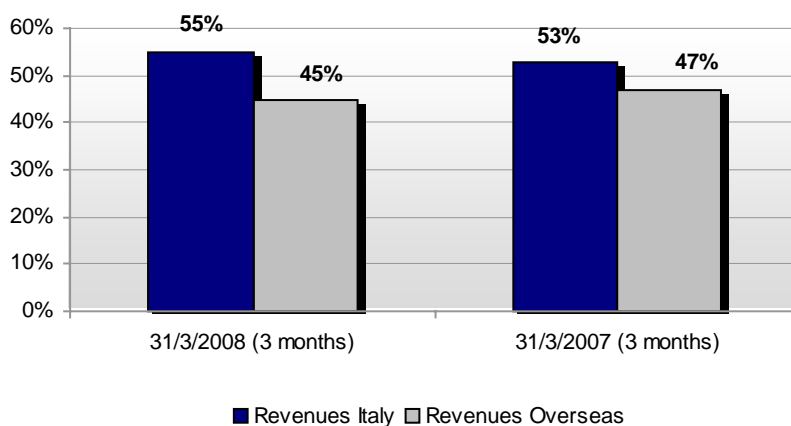
Breakdown of Consolidated Revenues in the two divisions (3 months)

Description	31/03/2008		31/03/2007	
	Amount	% of total	Amount	% of total
Dada.net	24,332	58%	26,191	72%
Dada.pro	17,832	42%	9,995	28%
Inter-divisional revenues	-1,553		-757	
Consolidated Revenues	40,611	100%	35,429	100%



Division of consolidated sales by geographic area (3 months)

Description	31/03/2008 (3 Months)		31/03/2007 (3 Months)	
	Amount	% of total	Amount	% of total
Revenues Italy	22,486	55%	18,883	53%
Revenues Overseas	18,125	45%	16,546	47%
Consolidated Revenues	40,611	100%	35,429	100%



Dada.net Services

The revenue sources of the Dada.net Division of Dada are shown below: VAS (Value Added Services); services that are provided against a payment by the final user of a fee that may be for consumption or subscription; advertising revenues from community sites.

Operational performance of Dada.net services

In 2008, Dada further expanded its offer of products in the Consumer sector, which covers an international market with its Web and Mobile services.

Products

In 2007, there was a strong expansion in the products offered by Dada.net, which now includes, in a single integrated environment, Community, Social Networking, Video, Audio, Blogging and Mobile Entertainment via both the Web and mobile. In particular, the launch of the community advertising programme 'friend\$' is noted: this programme, in collaboration with Google, permits users to share the advertising revenues generated from their own personal web pages and content, creating a strong incentive for activity in the community, and to invite friends, with the generation of a high level of traffic.

Internationalisation

In 2008, the turnover from international operations amounted to 63% of revenues in the Dada.net Division.

The most important overseas countries by revenues are the United States, Spain, Brazil, Australia and Germany.

The launch also took place of Dada.net in Hong Kong, Indonesia, Hungary and the Czech Republic.

The international growth was sustained by financial investments in order to expand and strengthen its user base, through campaigns for the acquisition of both web clients and on the portals of mobile carriers.

Dada therefore currently offers its value added Services/Products in Italy, the USA, Germany, the UK, France, China, Portugal, Australia, Spain, Belgium, Austria, Brazil, Holland, Hungary, the Czech Republic, Indonesia and Hong Kong.

Italy

In 2008, Dada confirmed its leadership in the Web and Mobile Community & Entertainment services in the domestic market. Its presence on the 'decks' of the principal mobile phone operators such as Vodafone Live!, Tim, Pianeta Tre and Imode is an important source of revenues, especially through subscriptions to the Dada.net service.

Dada.net Results

Dada.Net (3 months)						
In Euro thousands	First quarter 2008		First quarter 2007		Change	
	Amount	% of total	Amount	% of total	Absolute	%
Revenues- third parties Italy	13,468	55%	10,527	40%	2,942	28%
Revenues - third parties Overseas	10,625	44%	15,336	59%	-4,711	-31%
Revenues- inter-sector	238	1%	328	1%	-90	-27%
Net revenues	24,332		26,191		-1,859	-7%
Increases in internal work	813	3%	630	2%	183	29%
Services	-15,591	-64%	-19,531	-75%	3,939	-20%
Labour costs	-3,703	-15%	-3,275	-13%	-427	13%
Segment Ebitda	5,851	24%	4,014	15%	1,836	46%
Depreciation/ Amortisation	-814	-3%	-523	-2%	-291	56%
Segment Ebit	5,036	21%	3,491	13%	1,545	44%

The Dada.net Division in the first quarter of the year recorded total revenues of Euro 24.3 million compared to Euro 26.2 million (-7%) in the first quarter of 2007. The change in the consolidation scope, due to the conferment of the VAS activities in the US market to the Dada Entertainment LLC Joint Venture (company valued under equity), had a negative effect of Euro 4.2 million, therefore on a like-for-like basis, the change was an increase of Euro 2.4 million (+11%).

The contribution of the division to consolidated sales of the DADA Group decreased from 72% in the first quarter of 2007 to 58% in the first quarter of 2008, principally due to two factors - on the one hand the conferment of the added value activities in the US market, and on the other the change in the consolidation scope of the Dada pro division which increased revenues (reference should be made to the Dada pro division).

International revenues accounted for 44% of consolidated revenues of the division, while in the previous year international revenues amounted to 59%, due to the conferment of the activities on the US market to the Joint Venture as already described. The contribution from the Brazilian and Spanish markets was particularly strong with the Group providing its services through the subsidiaries Dada Brasile and Dada Iberia.

The Ebitda for the quarter was Euro 5.8 million (24% of division revenues), compared to Euro 4 million (15% of division revenues) in the previous quarter, an increase in absolute terms of 36%. The percentage of personnel costs increased from 13% to 15% (from Euro 3.2 million to Euro 3.7 million in absolute terms), while the percentage of service costs decreased from 75% to 64%, decreasing in absolute terms from Euro 19.6 million to Euro 15.6 million.

The change in the consolidation area of the division resulted in a higher Ebitda on the previous year of Euro 0.3 million.

The segment Ebit in the first quarter of 2008 was Euro 5 million (21% of division sales), after depreciation and amortisation of Euro 0.8 million, while in 2007 the Ebit was Euro 0.5 million (13% of division sales), a growth therefore in absolute terms of 44%.

The increase in amortisation and depreciation is strictly correlated to the investments as previously described.

The contribution of the Dada net Division to the total consolidated results is in line with that of the previous year, representing 68% of Group Ebitda and 73% of Group Ebit.

Dada.net Services

Dada.pro is the internal division of Dada, dedicated:

- *to domain registration*, fee-based e-mail and hosting services - or to be more precise, services with automatic supply and provision methods directed mainly at SME's.

- *to advertising*, which is based on:

- o Revenues from advertising on the Mobile Channel;
- o Revenues from advertising on the Web Channel;

Operational performance of Dada.pro services

Domain and Hosting Activities

During the first quarter of 2008 the growth continued in all the sectors of activity in the 3 Countries in which the division operates, driven by the greater integration of the 3 companies and of the sharing of work methods and best practices.

In the first 3 months of the year over 20,000 new clients were acquired and over 66,000 new domains registered increasing the total managed to over 240,000 clients and 850,000 domains at Group level.

In March, the product "Easyclick" was launched in Italy created from a partnership with Google (first in Italy and among the few in Europe); Easyclick allows DadaPro client companies to manage and self-provision their visibility campaigns on the Google circuit through the same management control panel of the domains, e-mail and hosting. With this online visibility product, DadaPro actively enters the online advertising market, launching its own strategy "from domain to click".

Mobile Advertising

Dada Ad has exclusive management of all of the properties of 3 (H3G), the leading Italian UMTS carrier. The products offered are SMS profiled, MMS visual, banners and graphic space on the mobile portal Pianeta3 - these products are marketed to a user base of 6.8 million UMTS clients subscribing to H3G services.

Dada Ad is also the exclusive agency for the Vodafone Italia channels. The products covered by the concession are FreetimeSMS, MMSmania and space on the mobile portal VodafoneLive.

Web Advertising

In the Advertising Web sector, Dada Ad is positioned as a partner capable of directing Internet traffic towards business activity sites or portals that can thus increase earnings from their own models.

Dada Ad through its technological platform and with the support of the sales networks plans campaigns for the various offers - including CPC, CPA and CPM. Dada Ad is among the leaders in this sector working in close collaboration with the large search engines such as Google, Yahoo and MSN

Dada.pro Results

Dada Pro (3 Months)						
In Euro thousands	First quarter 2008		First quarter 2007		Change	
	Amount	% of total	Amount	% of total	Absolute	%
Revenues- third parties Italy	9,017	51%	8,356	84%	662	8%
Revenues - third parties Overseas	7,500	42%	1,210	12%	6,290	520%
Revenues- inter-sector	1,315	7%	429	4%	886	206%
Net revenues	17,832		9,995		7,838	
Increases in internal work	399	2%	165	2%	234	
Services	-13,600	-76%	-7,043	-70%	-6,557	93%
Labour costs	-2,809	-16%	-2,179	-22%	-629	29%
Segment Ebitda	1,823	10%	938	9%	885	94%
Depreciation/Amortisation	-631	-4%	-303	-3%	-327	108%
Segment Ebit	1,192	7%	634	6%	558	88%

The Dada.pro Division ended the first quarter of 2008 with sales of Euro 17.8 million, an increase of 78% compared to the same period in 2007 (Euro 10 million).

It is recalled that from the current year the Dada.pro division also includes the advertising activities previously undertaken by the Dada.adv division, and the data relating to the first quarter of 2007 was reclassified.

This growth is also due to the change in the consolidation area with the acquisition of the UK company Namesco in July 2007. This change contributed revenues of Euro 3.4 million to the division. In addition, in the first quarter of 2007 the company Softec S.p.A. was fully consolidated, subsequently sold in April and no longer present in the first quarter of 2008. This company contributed revenues of Euro 0.9 million to the division, therefore the net effect was Euro 2.5 million.

The segment Ebitda was Euro 1.8 million (10% of division revenues), compared to Euro 0.9 million in the previous year (9% of revenues), growth therefore of 94%. The above-mentioned change in the consolidation scope resulted in a higher Ebitda in 2008 compared to 2007 of approximately Euro 0.9 million.

The segment Ebit was Euro 1.2 million (7% of division sales), after depreciation and amortisation of Euro 0.6 million, compared to Euro 0.6 million in the same period of the

previous year (6% of division sales). The effect deriving from the change in the division consolidation area on this amount was Euro 700 thousand.

The contribution of the division to consolidated Group revenues was 42% compared to 28% in the first quarter of the previous year. In relation to the growth, reference should be made to the previous paragraphs.

Finally it is recalled that the Dada pro division recorded deferred revenues in the financial statements at March 31, 2008 of approx. Euro 11.8 million of which Euro 5 million from subsidiary companies.

SIGNIFICANT EVENTS IN 2008

The principal extraordinary operations of the DADA Group in the period are reported below:

On January 9, 2008 the transfer was completed of the company Media Dada Science and Development (Beijing) Co. Ltd which distributes the Dada.net product/service on the Chinese market, from Dada S.p.A. to Dada.net S.p.A., which within the Group is the vehicle for distribution in the various countries of the product, and which already holds the investment in the other foreign companies of the Group undertaking similar activities; the sale was made at standard conditions and therefore at book value.

On January 30, 2008 Register.it S.p.A., in accordance with the purchase contract, completed the acquisition of the company Nominalia S.I., acquiring from the founding shareholders the last 25% of the share capital, for an amount of Euro 1.3 million, of which Euro 650 thousand paid on closing and the remaining part in two instalments - the first due on March 31 2008 and the second on May 31, 2008.

The number of personnel in the Dada Group at March 31, 2008 was 516, while at December 31, 2007 the number of personnel was 474 and at March 31, 2007 it totalled 417.

SUBSEQUENT EVENTS AFTER THE QUARTER

The figures after the end of the quarter confirm the growth in revenues in 2007.

**WORKING CAPITAL AND NET FINANCIAL POSITION OF THE DADA GROUP AT March 31,
2008**

Amounts in Euro/thousand	Mar 31, 08	Dec 31, 07 *	DIFFERENCE	
			Absolute	Percent.
Fixed assets (A) (*)	86,863	86,428	435	1%
Current assets (B)	89,451	73,983	15,468	21%
Current liabilities (C)	-93,554	-78,667	-14,887	19%
Net working capital (D) = (B)-(C)	-4,103	-4,684	581	-12%
Employee leaving indemnity provision (E)	-1,433	-1,545	112	-7%
Provision for risks and charges (F)	-1,073	-1,125	52	-5%
Net capital employed (A+D+E+F)	80,254	79,074	1,180	1%
Medium-long term payables	-24,040	-26,454	2,414	-9%
Shareholders' equity (G)	-67,199	-62,319	-4,880	8%
Short-term bank debt	-8,000	-7,319	-681	9%
Short-term financial receivables and securities	1,942	1,359	583	43%
Cash and cash equivalents	17,043	15,659	1,384	9%
Short-term net financial position	10,985	9,699	1,286	13%

(*) data restated based on the change in the standard reported at page 8 of the present report.

CONSOLIDATED INCOME STATEMENT AS AT March 31, 2008

Amounts in Euro/thousand	Mar 31, 08		Mar 31, 07 *		DIFFERENCE	
	3 months		3 months		Absolute	%
	Amount	% of total	Amount	% of total		
Net Revenues	40,611	100%	35,429	100%	5,182	15%
Changes in inventory and internal work	1,212	3%	795	2%	417	52%
Service costs and other operating costs	-28,061	-69%	-26,231	-74%	-1,830	7%
Personnel costs	-6,756	-17%	-5,636	-16%	-1,120	20%
Ebitda**	7,006	17%	4,357	12%	2,649	61%
Depreciation/Amortisation	-1,570	-4%	-963	-3%	-607	63%
Non-recurring income (charges)	-55	0%	0	0%	-55	
Revaluations/(Write-downs)	-50	0%	0	0%	-50	
Ebit	5,331	13%	3,394	10%	1,937	57%
Investment income	100	0%	139	0%	-39	-28%
Share of expenses/(income) from equity valuations	-338	-1%	-442	-1%	104	-24%
Profit before taxes	5,093	13%	3,091	9%	2,002	65%
Income taxes	-1,161	-3%	-222	-1%	-939	423%
Net profit	3,932	10%	2,869	8%	1,063	37%
Minority interest profit	0	0%	-95	0%	95	-100%
Group net profit	3,932	10%	2,774	8%	1,158	42%

(*) data restated based on the change in the standard reported at page 8 of the present report.

(**) before write-downs and extraordinary items of Euro 0.1 million

SCHEDULE OF MOVEMENTS IN THE CONSOLIDATED NET EQUITY AT MARCH 31, 2008

Description	Share capital	Share premium reserve	Legal reserve	Other reserves	Retained earnings	Net profit	Total
Balance at December 31, 2007	2,737	30,867	902	6,398	15,208	12,488	68,600(*)
Restatement					-6,178		-6,178
Net equity at December 31, 2007 Restated	2,737	30,867	902	6,398	9,030	12,488	62,422(*)
Allocation of results 2007					12,488	-12,488	0
Share capital increase	19	1,203					1,222
Stock Option				235			235
Other changes				37	-62		-25
Translation difference				-588			-588
Result at March 31, 2008						3,932	3,932
Balance at March 31, 2008	2,756	32,070	902	6,082	21,456	3,932	67,198