



Press release pursuant to CONSOB Regulation 11971/199, as subsequently amended

ORDINARY AND EXTRAORDINARY SHAREHOLDERS' MEETING

DIRECTOR CONFIRMED

STOCK OPTION PLAN APPROVED AND POWERS GRANTED TO THE BOARD OF DIRECTORS TO IMPLEMENT THE PLAN AND THE RELATED SHARE CAPITAL SERVING THE PLAN

Florence, 25 October 2011 - Today the Shareholders of Dada S.p.A., met in Ordinary session, appointed Claudio Corbetta, co-opted by the Board of Directors on 22 September 2011 as Chief Executive Officer of Dada S.p.A., as new Director of the Company through the expiration of the current Board mandate.

In Ordinary session Dada's Shareholders also approved, pursuant to Art. 114-bis of Legislative Decree n. 58 of 24 February 1998, the stock option incentive plan for the period 2011-2013 (the "2011-2013 Incentive Plan" or the "Plan") proposed by the same Board of Directors for Dada Group's employees and in particular for executives and managers of Dada S.p.A. and/or its subsidiaries designed to motivate and ensure the retention of the beneficiaries rendering them even more participants in and jointly responsible for Dada Group's growth and value creation.

Please note that:

- the Plan beneficiaries, who will be selected by Dada's Board of Directors in accordance with the recommendations of the Company's Compensation Committee, may include persons belonging to the categories identified in Article 152- sexies, paragraph I, letter c, (c-1, c-2, c-3), of CONSOB Regulation No. 11971/1999, as long as the latter are also employees of the Dada Group;

- based on the Plan, options for the subscription of up to a maximum of 500,000 newly issued ordinary shares of Dada will be granted. The number of options to be granted to each beneficiary of the Plan will be established by the Board of Directors based on the position held within the Group when the power granted by the shareholders is exercised;



- the issue price of the shares, arising from the subscription of the option rights, will be the average closing price of Dada S.p.A.'s ordinary shares during the period between the grant date of the Options and the same day in the previous month. The issue price may not, however, be lower than the nominal value of the Dada shares which have already been issued. This criteria is applicable to all the options granted, though the options may be granted in different time periods. The actual exercise price of the latter may, therefore, vary based on the period in which they were granted;

- the options granted pursuant to the Plan are subject to *aperformance condition* and may be exercised if the Dada Group achieves a minimum EBITDA level in the three-year period 2011-2013, in accordance with the rules established by the Board of Directors for the execution of the Plan. The exercise of the options vested may take place during predetermined exercise periods, subsequent to the Company's shareholders' approval of the Group's Financial Statements for the year ended 31 December 2013 and, in any case, not later than 19 December 2016.

During the Shareholders' Meeting held in Extraordinary session, shareholders consequently granted the Board of Directors, in accordance with Art. 2443 of the Italian Civil Code, the powers, to be exercised within five years of the shareholders' resolution, to implement a paid-in share capital increase, on one or more tranches - excluding option rights pursuant to comma 8, Art. 2441 of the Italian Civil Code - to service the 2011-2013 Incentive Plan, by a maximum amount of €85,000.00 through the issue of a maximum of 500,000 ordinary Dada shares with a nominal value of €0.17 each.

Further information about the Plan will be disclosed to the public in accordance with the law.

Contacts:

Dada

Nicoletta Pinoia

Investor Relations Dada

Mob: +39 334 6971556

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