



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

## PRELIMINARY CONSOLIDATED RESULTS FOR FY 2011

REVENUE AND EBITDA<sup>[1]</sup> ESTIMATED, RESPECTIVELY, AT €80.5 MN (€73.6 mn in 2010<sup>[2]</sup>) AND €9.2 MN (€3.2 mn in 2010<sup>[2]</sup>)

NET FINANCIAL POSITION DOWN FROM THE -€50.6 MN RECORDED AT 31 DECEMBER 2010 TO -€27 MN

Florence, 8 February 2012 - Today the Board of Directors of Dada S.p.A. examined the Group's preliminary results at 31 December 2011.

The trend of growth and marginality improvement Dada Group recorded throughout the year 2011 was confirmed in fourth quarter. In 2011 Dada executed the rationalization of the asset portfolio which, changing the company's business and organizational structure, allowed the Group to focus on the core business of professional digital services for the management of individual and corporate online presence and visibility.

**Consolidated revenue** in FY 2011 reached approximately €80.5 million, an increase of 9% with respect to 2010 (€73.6 million on a like-for-like basis), thanks to the positive performance of the domain registration and hosting services - particularly in Italy and of the UK - and of the advertising online business. With regard to the professional services for domain registration and hosting business, Dada confirms its constant commitment to innovation and expansion of the range of products offered through the release of new applications which were well received by the market. The improvement of the quality service, along with the marketing initiatives undertaken, also helped to sustain customer base retention and international development. Today, the over 490 thousand business clients and about 1.8 million domains under management in Italy, the UK, France, Spain, Portugal, the Netherlands and Ireland confirm Dada as one of the leading European players in its reference market. In advertising on-line, during the 2011 Dada continued with its strategy to further strengthen and develop the Performance Advertising business.

The **Group's Ebitda** in 2011 is estimated at approximately €9.2 million or 11% of revenue, a considerable increase with respect to the prior year (€3.2 million in 2010<sup>[3]</sup> on a like-for-like basis or 5% of consolidated revenue) thanks to the actions performed to improve the operating efficiency of both businesses, as well as further optimize general expenses and structural costs, despite lower expenses capitalized incurred for the development of proprietary platforms.

The consolidated **Net Financial Position** at 31 December 2011 was negative for about €27 million down from a negative €50.6 million at 31 December



2010: this aggregate was impacted, in particular, by the extraordinary transactions completed during the year (the sale of Dada.net - net of the repurchase of the Sony Music minority - and the disposal of E-Box) which generated inflows of €26 million and which significantly reduced bank exposure.

\*\*\*

In today's meeting the Board of Directors verified that Dada S.p.A., also in the light of the latest relationship with its Parent company, is subject to the direction and coordination of RCS MediaGroup S.p.A., pursuant to and in accordance with Art. 2497 et seq. of the Italian Civil Code.

\*\*\*

The final results for FY 2011 will be examined by the Board of Directors on 12 March 2012.

The Financial Reporting Officer of Dada S.p.A., Federico Bronzi, declares - pursuant to Art. 154 bis (2) of the Italian Finance Code (*Testo Unico della Finanza* or TUF) - that the financial information contained in this press release corresponds to the Company's records, ledgers and accounting entries.

\*\*\*

[1] EBITDA is gross of impairment losses on receivables and non-recurring charges

[2] Following the extraordinary transaction of the first half of 2011 (Dada.net and E-Box disposals) and the consequent application of International Financial Reporting Standard 5, relating to "non-current assets held for sale and discontinued operations," as of 1 January 2011 the income-related items of the company sold are shown in a single line of the income statement; for the sake of comparison, last year's income statement has been restated accordingly.

[3] This aggregate was impacted by the costs incurred in 2010 to launch Fueps' gaming services

*Contacts:*

***Dada***

***Nicoletta Pinoia***

*Investor Relations Dada*

*Mob: +39 334 6971556*

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