

Spett.le  
Dada S.p.A.  
Viale della Giovine Italia 17,  
50122 Firenze

Lussemburgo, 26 aprile 2016

La sottoscritta società Libero Acquisition S.à. r.l., con sede legale in Lussemburgo Capitale Sociale 12.500 Euro - Registro Imprese e Codice Fiscale/P. IVA LU 26 956 169, titolare complessivamente di n. 11.581.325 azioni ordinarie, pari al 69.43 % del Capitale Sociale ordinario, di Dada S.p.A., in persona di Fabio Ceccarelli, procuratore, con la presente, in funzione del secondo punto all'ordine del giorno "integrazione del Consiglio di Amministrazione; deliberazioni inerenti e conseguenti" dell'Assemblea dei soci di Dada S.p.A., convocata in prima ed eventuale seconda convocazione, rispettivamente per il 28 e 29 aprile 2016, presenta la proposta:

- a) di confermare in 13 il numero dei membri del Consiglio di Amministrazione di Dada S.p.A. sino all'Assemblea di approvazione del Bilancio chiuso al 31 dicembre 2017 e;
- b) di nominare due nuovi Amministratori, fino alla scadenza del mandato dell'attuale Consiglio, nelle persone di Bassem Mohamed Salah Abdesalam Youssef, nato a Giza (Egitto) il 15 luglio 1973, codice fiscale YSSBSM73L15Z336L, e di Fadi Zafer Boulos Antaki, nato a Il Cairo (Egitto), il 23 gennaio 1975, codice fiscale NTKFZF75A23Z336A;
- c) di esentare gli Amministratori nominati dall'obbligo di non concorrenza di cui all'art. 2390 del Codice Civile.

Si allega:

Per ciascuno dei sopra citati candidati:

- Curriculum Vitae contenente esauriente informativa delle caratteristiche personali e professionali nonché elenco delle cariche societarie di amministrazione e controllo (allorché detenute);
- Dichiarazione con la quale il candidato, in particolare, accetta la candidatura e, condizionatamente alla delibera di nomina, la carica e dichiara, sotto la propria responsabilità, in relazione a quest'ultima, l'inesistenza di cause di ineleggibilità e di incompatibilità nonché l'esistenza dei requisiti richiesti in base allo statuto sociale di Dada S.p.A. ed alla normativa, anche regolamentare, vigente;

Si allega inoltre copia delle comunicazioni rilasciate da intermediari autorizzati attestanti la partecipazione complessiva di cui sopra.

Distinti saluti,

All.ti CS



Io sottoscritto Bassem Mohamed Salah Abdelsalam Youssef, nato a Giza (Egitto), il 15/07/1973, codice fiscale YSSBSM73L15Z336L, in relazione alla mia possibile nomina alla carica di Amministratore di Dada S.p.A. con sede legale in Firenze, Viale della Giovine Italia 17,

dichiaro sotto la mia responsabilità

- di accettare tale candidatura e, condizionatamente alla delibera di nomina, la suddetta carica;
- la inesistenza di cause di ineleggibilità e di incompatibilità, nonché la sussistenza dei requisiti prescritti ai sensi dello statuto della suddetta società e della applicabile normativa, anche regolamentare, vigente;
- di impegnarmi, in caso di nomina, a tempestivamente informare la società Dada S.p.A. in caso di variazione di quanto sopra dichiarato.

Allego alla presente copia di mio documento di identità nonché di curriculum vitae contenente esauriente informativa sulle mie caratteristiche personali e professionali con elenco delle cariche di amministrazione e di controllo in altre società da me detenute.

20 aprile 2016

In fede



## Curriculum Vitae

### **Bassem Salah Youssef**

#### **Professional Experience:**

##### **Vice President Operations**

##### **(November 2012- Present) Accelerero Capital**

Accelerero Capital is an investment and management group focused on telecommunication, digital media and technology. The Group focuses on leveraging its expertise and sector know-how to identify high-growth assets and assets with turnaround potential. Accelerero Capital also has a strategic alliance with Orascom TMT Investments S.à r.l, an experienced investor and strategic shareholder in telecommunication and technology companies, whereby it provides management, consultancy and advisory services to its group companies such as: SUPERNAP International, Dada, intY, Joyent and Italiaonline.

In my capacity as VP Operations, I am responsible for building business plans and strategies for new business opportunities, leading all due diligence process and execute strategies post-closing. During this process I present my recommendations and analysis that illustrates the feasibility and do-ability of a potential turnaround story for future growth and profitability from an operational perspective.

##### **Marketing Planning Director**

##### **(June 2009 – November 2012) Orascom Telecom Holding**

Responsible for all budgeting, pricing, and business plan validation across all OPCOs. In addition to commercial strategy formulation with commercial officer, and business plan preparation for business development opportunities.

- Developing strategies, balancing firm objectives , future developments and directions
- Identifying, developing, and evaluating marketing strategy, based on knowledge of establishment objectives and market characteristics
- Determining required initiatives in order to achieve the targets and enhance performance.
- Managing of the pricing committee and validates or pricing changes and proposals
- Validation and analysis of all commercial budgets and business plans and agree with OPCO on the new targets and KPIs .
- In depth analysis of different KPIs and customers behavior and sends feedback accordingly
- Studying potential markets for business development and building the commercial business plan accordingly.
- Provide Commercial Inputs to strategic and budgeting & planning for corporate strategy, budgets and Business Plans directions
- Formulation of commercial strategy to achieve goals and group targets
- Manages ad-hoc analysis requested
- Responsible for all commercial aspects of business development projects and new business opportunities

##### **Marketing Planning Senior Manger**

##### **(February 2006 – June 2009) Orascom Telecom Holding**

- Identifying best practices across subsidiaries as well as operators outside the group
- Bench marking between markets
- Monitors constantly all commercial KPIs and analysis the trends.
- Managing the pricing committee as well as the marketing panel

## Curriculum Vitae

- Responsible for the pricing across operations and validating the concepts and business cases, taking into consideration market dynamics and group strategy and directions
- Preparing the commercial forecasts for new business opportunities
- Formulating different commercial strategies and pricing initiatives for the group, and preparing all presentations by the commercial department and the group that is used in workshops, investors and internal purposes
- Interfacing with strategic planning for corporate strategy and Business Plan directions and forecast
- Identify the different segmentation criteria as well as performance of different segments in different markets
- In depth analysis of movement of main KPIs (ARPU, market share..) leading to reasons and recommendations
- Validating and analyzing the forecasts and the budgets submitted by different operators, and preparing the necessary presentations required by the management as well as proposing the new targets

### **Budgeting & Planning Senior Manager:**

**(September 2005 – January 2006) Orascom Telecom Iraq (Iraqna)**

- More responsibilities were granted to my capacity as a finance manager in addition to the tasks already under my responsibility
- Preparing the ten years business plan
- Preparing the target and achievements presentation and attending the business review in the holding company
- Reviewing the monthly actual figures with the financial controller and making sure that everything is in line with the budget and allocated in the proper way
- Attending the monthly dashboard conference calls that takes place to discuss the actual figures achieved in comparison with the targets

### **Finance Manager:**

**(February 2004 – September 2005) Orascom Telecom in Iraq (Iraqna)**

- Prepared the company quarterly forecasts based on corporate priorities and management strategy, taking into consideration the expected market changes and needs
- Reported the analysis and justifications required for every new forecast compared to the prior forecast and actual figures achieved
- Altered the commercial assumptions and figures based on the financial indicators and corporate strategy
- Made the necessary forecast for different commercial and financial figures (ex: usage, ARPU, OPEX and costs)
- Held meetings with the management and department heads to reach a final understanding for the aims and needs of each department and their updated plans, to incorporate it in the forecast
- Worked on the annual budget, and prepared the necessary presentation to the holding company, illustrating the planned goals for the coming year
- Was responsible for the approval and processing of purchase requests for all the departments in light of the allocated budget for each department
- Reported the monthly actual financials, and prepared the necessary analysis for the financial statements and marketing achievements compared to the forecasted targets
- Participated in management meetings for commercial decisions and new launches, in addition to reviewing business cases submitted by the commercial department to assist in assessing the financial and commercial impact of each product or service

### **Senior Strategy & Competition Specialist**

**(February 2001 – January 2003) Egyptian Co. for Mobile Services (MobiNiL)**

Purpose of the job:

## Curriculum Vitae

- Participating in the formation of the strategic & business plans and ensuring alignment with strategic initiatives and long term objectives
- Formulating the company's annual corporate priorities to direct short term strategy
- Working closely with budgeting team to ensure alignment of short term strategy and budget, and that the budgeted targets would sequentially make the realization of long term strategic objectives a reality
- Directing the strategic analysis of competitors, assessing relative strengths & weaknesses and identifying the opportunities and threats that might enhance or restrict the company's ability to create value
- Segmenting the Egyptian market (personal & corporate) for GSM services on needs rather than, simply, income
- Adding value propositions and operational implications for each segment
- Creating a summary profile of segments identified
- Working on various and differential strategic projects within all aspects of the marketing mix (pricing, distribution, etc.) such as per second billing, roaming replicator, distribution strategy, etc.

### **Duties & Responsibilities:**

- Assess segment growth and penetration targets per business plan
- Determine size and expected growth of each industry segment, e.g. account management needs, current satisfaction and predisposition towards each service operator
- Present corporate priorities and strategic objectives to the CEO and executives
- Ensure alignment of budgeted targets with long and short term strategic targets
- Benchmark with other operators and assess international telecommunications markets and economies for establishing patterns, expected occurrences and benefiting from experiences
- Evaluate segment tariff plans (with pricing specialist)
- Responsible for market need analysis, research to validate and test concepts within 5 year horizon
- Develop strategies for customer acquisition and retention within different segments
- Focus on shift strategies towards more profitable segments
- Obtain and analyze competitive information to deduce strategies
- Competitive analysis and industry analysis

### **Funded Projects**

#### **(1997 – 2001) United States Agency for International Development (USAID)**

**CARANA Corporation, Privatization Coordination Support Unit, a US based consultancy firm**

#### **Project Manager**

- Helped in producing sections of a widely distributed quarterly report on privatization in Egypt, that includes financial analysis of various companies
- Attended Coordinating Committee meetings among USAID officials and first undersecretaries of ministries involved in privatization activity, which served as a forum for exchange of ideas and decision making catalyst
- Designed and implemented a data base for both Ministry of Economy and Ministry of Public Enterprise for analyzing privatization candidates by ownership, financial structure and method of privatization
- Interacted with senior government officials to source information, discuss issues and communicate best practices on the policy level
- Collected, maintained and analyzed information on privatization activities and their impact on the business environment; and maintained appropriate files, reports, and recommendations as required
- Assisted in financial evaluations for upcoming privatization candidates
- Organized and participated in workshops and presentations on different privatization methods

## Curriculum Vitae

- Identified and analyzed impediments to open up sectors and companies for privatization, such as telecom for private sector investment

### **Allied Business Consultants (ABC), Rapid Restructuring Project,**

A consultancy firm, working as a part of a consortium with KPMG Barents Group LLC, and Carana Corporation.

#### **Financial Analyst**

- Worked on a USAID financed privatization project for analyzing and valuation of public sector companies offered to be privatized as well as joint venture companies
- Engaged in corporate finance advisory services to private companies with emphasis on strategic planning, turnaround, and corporate financial restructuring and corporate valuation
- Assisted in performing and providing financial analysis for the companies, addressing the major performance problems from the financial, marketing, operational and labor point of view and recommending plans for the restructuring of these companies prior to their privatization through the stock market or to anchor investors. Including companies in different industries such as cement, agriculture, retail stores, and engineering.
- Prepared sector analysis and market research for privatization candidates

### **(1997) A.M.E.R World Research Limited,**

An affiliate of "Dun & Bradstreet International – England"

#### **Business Research Executive**

- Collected and analyzed data on different industries and companies operating in Egypt
- Prepared industry analysis reports, covering demand and supply factors in Egypt, potential for growth, position in the stock market, prospects and possibilities for new investments
- Prepared in depth analysis reports on specific companies operating in Egypt, including operating capacities, market share, financial analysis and future prospects

### **(1995 – 1996) Cables Network Egypt (CNE)**

An affiliate of "Multi Choice Cable Network – South Africa"

#### **Account Officer (part time job)**

- Responsible for financial transactions of clients
- Handling clients' complaints and requests

#### **Education**

MBA, Masstricht University in Egypt, Marketing Focus

In the last phase of finalizing the thesis on acceptance of MVNO

## Curriculum Vitae

### **University:**

Bachelor of Economics, Cairo University, June 1997

(Minor Management)

### **Personal Information:**

Date of Birth: 15/7/1973

Nationality: Egyptian

### **Positions**

No role or duties as Director in any Board of Director

Io sottoscritto Fadi Antaki, nato a il Cairo, Egitto, il 23 gennaio 1975, codice fiscale NTKFZF75A23Z336A, in relazione alla mia possibile nomina alla carica di Amministratore di Dada S.p.A. con sede legale in Firenze, Viale della Giovine Italia 17,

dichiaro sotto la mia responsabilità

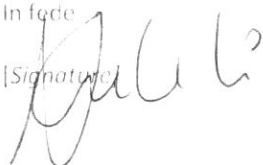
- di accettare tale candidatura e, condizionatamente alla delibera di nomina, la suddetta carica;
- la inesistenza di cause di ineleggibilità e di incompatibilità, nonché la sussistenza dei requisiti prescritti ai sensi dello statuto della suddetta società e della applicabile normativa, anche regolamentare, vigente;
- di impegnarmi, in caso di nomina, a tempestivamente informare la società Dada S.p.A. in caso di variazione di quanto sopra dichiarato.

Allego alla presente copia di mio documento di identità e del codice fiscale nonché di curriculum vitae contenente esauriente informativa sulle mie caratteristiche personali e professionali con elenco delle cariche di amministrazione e di controllo in altre società da me detenute.

20 aprile 2016

In fede

[Signature]





## Fadi Antaki

Fadi Antaki is CEO for OTVentures, headquartered in Cairo. He joined the company as VP Commercial in June 2011, combining this position with his role as Arpuplus Managing Director. Mr. Antaki has worked hand in hand with OTVentures team to set the strategic direction of the commercial organization as well as to implement new value added business opportunities. He fully moved to OTVentures in 2013 and was responsible for developing and achieving the 2013 budget along with the MDs and the CEO. He directed all aspects of the company's commercial and business development policies, objectives and initiatives across all countries that OTVentures serves.

Fadi first joined Arpuplus in 2003 as Business Development Manager and a member of the team who inaugurated the company and played a major role in its success. He then launched Mobizone Italy, a subsidiary of Arpuplus, in 2006. In 2009, Fadi was appointed as Managing Director for Arpuplus. Through his vast experience in the telecom field, he had a different vision that supported him to establish new creative lines of products and services. Under his leadership, Arpuplus more than doubled revenues by the end of 2012.

He started his career at LINKdotNET handling several positions leading him to head the LinkWireless division, which started the first Value Added Services back in 2001-2002. Fadi earned his Bachelor degree of Business Administration from the American University in Cairo.

# Fadi Antaki

CEO at OTVentures

fantaki@yahoo.com

---

## Experience

**CEO at OTVentures - an OTMT subsidiary**

February 2014 - Present (1 year 4 months)

**VP Commercial at OTVentures - an OTMT subsidiary**

March 2013 - February 2014 (1 year)

**Managing Director at ARPU+ - an OTVentures subsidiary**

March 2009 - March 2013 (4 years 1 month)

**Regional Sr. Manager - Italy at ARPU+ - An OTVentures subsidiary**

January 2006 - March 2009 (3 years 3 months)

**Sr. Business Development Mgr. at ARPU+ - An Orascom Telecom Co.**

March 2003 - January 2006 (2 years 11 months)

**Business Development Manager at LINKdotNET - An Orascom Telecom Co.**

July 2000 - March 2003 (2 years 9 months)

---

## Skills & Expertise

Account Management

Business Development

Digital Marketing

Digital Media

GSM

IVR

Key Account Management  
Management

Marketing Management

Marketing Strategy

Mobile Advertising

Mobile Applications

Mobile Communications

Mobile Content

Mobile Devices

Mobile Internet

Mobile Marketing

**Mobile Technology**  
**New Business Development**  
**Online Advertising**  
**Product Marketing**  
**SMS**  
**Start-ups**  
**Strategic Partnerships**  
**Strategy**  
**Team Building**  
**Team Leadership**  
**Team Management**  
**Business Strategy**  
**Business Planning**  
**Wireless**  
**VAS**  
**Telecommunications**  
**CRM**  
**Mobile Payments**

---

## **Education**

**The American University in Cairo**  
Business Administration, 1992 - 1997  
**Jesuite school**

---

## Positions

Orascom Telecom Ventures, S.A.E	Director & CEO
Connect ADS for Advertising and Software S.A.E	Chairman
LinkdotNet FZ	Director
Link Online S.A.E.	Chairman
Arab Finance Brokerage Company (Arab Finance for Securities)	Chairman
Link for Programs Development S.A.E.	Chairman
Link for Domain Registration S.A.E	Chairman
Egypt Call Telecommunication Co. S.A.E.	Chairman
E7gezly ( SAE )	Chairman
ARPU For Telecommunication Services Company SAE	Chairman
MobiZone Italy S.r.l.	President
MobiZone Bangladesh	Chairman
MobiZone Saudi Arabia	Managing Director
MobiZone Pakistan (Pvt) Ltd	Chairman
Mobizone Canada Inc	Managing Director
Kenza Telecom (Rosten Investments Ltd)	Chairman
Emerging World Entertainment - EWE - S.A.E	Chairman

**COPIA DELLA COMUNICAZIONE PER L'INTERVENTO IN ASSEMBLEA**  
(d. lgs. 24/02/1998, n. 58 e d. lgs. 24/06/1998, n. 213)

L'intermediario: INTESA SAN PAOLO      Filiale: 7744 - FINANCIAL INSTITUTIONS  
A richiesta di: STATE STREET BANK AND TRUST CO

Data di rilascio: 25/04/2016      Data richiesta: 25/04/2016  
Numero progressivo: 24046378      Codice cliente:

**Dati del titolare degli strumenti finanziari**

- Nominativo: LIBERO ACQUISITION SARL  
- Codice Fiscale:  
- Indirizzo: 31-33 AVENUE PASTEUR L-12200 LUXEMBOURG (EE) 99999  
- Luogo e data di nascita: \*\*\*\* \*\*

La presente copia della comunicazione, con efficacia fino al 29/04/2016  
attesta la partecipazione al sistema di gestione accentrata MONTE TITOLI del nominativo sopraindicato  
con i seguenti strumenti finanziari:

ISIN: IT0001455473      DESCRIZIONE: DADA SPA      QUANTITA': 11581325,00

Su detti strumenti finanziari risultano le seguenti annotazioni:

La presente copia della comunicazione viene rilasciata per l'esercizio del seguente diritto:  
PARTECIPAZIONE ALL'ASSEMBLEA ORDINARIA CHE SI TERRA' IN PRIMA CONVOCAZIONE IL GIORNO 28 APRILE  
2016 ALLE ORE 16.00 IN FIRENZE, VIALE DELLA GIOVINE ITALIA 17 ED IN SECONDA CONVOCAZIONE IL GIORNO  
29 APRILE 2016 STESSA ORA E STESSO LUOGO

L'intermediario  
INTESA SAN PAOLO S.p.A

IL CONSIGLIERE DELEGATO E CEO  
Carlo Messina  


---

Delega per l'intervento in assemblea del 28 e/o 29 APRILE 2016  
Il signor AVV. MAURIZIO BOZZAOTRE è delegato a rappresentare LIBERO ACQUISITION SARL  
per l'esercizio del diritto di voto.  
Data 26.04.2016 Firma 