



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

PRESS RELEASE

Milan, September 6th, 2013 - The Board of Directors of Dada S.p.A. today met and approved, also taking into consideration the opinion of the Independent Directors prepared in accordance with article 39-*bis* of Consob Regulation n. 11971/1999 (the "Opinion of the Independent Directors"), the press release prepared in accordance with article 103, paragraph 3, of Leg. Decree 58/1998 and article 39 of Consob Regulation n. 11971/1999 (the "Issuer's Press Release"), expressing its considerations with regard to the mandatory Public Tender Offer promoted by Orascom TMT Investments S. à r.l., through the wholly-owned company Libero Acquisition S. à r.l., having as its object 7,354,968 ordinary shares of Dada S.p.A., plus the maximum additional 470,000 ordinary shares that may be issued in case of a full subscription to the stock options plan.

For an illustration of the evaluations carried out by the Board of Directors, please refer to the Issuer's Press Release which will be published together with the Offer Document in accordance with the terms and procedures indicated by law. To the Issuer's Press Release will be attached: (i) the fairness opinion provided by the independent financial advisor Rothschild S.p.A., appointed by the Board and by the Independent Directors; (ii) the Opinion of the Independent Directors.

DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in professional online presence services (domains, hosting, server, online brand protection) and in several advanced online advertising solutions. With 520 thousand business clients and more than 1.7 million domains under management, DADA is one of the leading names in the European Domain & Hosting sector and is a key player in the markets where it is active: in Italy through its brand Register.it, as well as Spain, the UK, Ireland, France, Portugal and the Netherlands under the brands Nominalia, Namesco, PoundHost, Register365 and the Amen Group, respectively. With regard to online advertising, DADA continues with the strategic international expansion of its Performance Advertising business.

For additional information:

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