



PRESS RELEASE

PURSUANT TO ARTICLE 38, PARAGRAPH 2 OF THE ISSUERS' REGULATION

PUBLICATION OF THE OFFER DOCUMENT FOR THE MANDATORY PUBLIC TENDER OFFER ON THE ENTIRE ORDINARY SHARE CAPITAL OF DADA S.P.A. LAUNCHED BY LIBERO ACQUISITION S. À R.L.

Milan, 11 September 2013 - Orascom TMT Investments S.à r.l. (**OTMTI**) announces that CONSOB issued resolution no. 18644 of 10 September 2013, received today, approving the offer document (the **Offer Document**) relating to the mandatory public tender offer (the **Offer**) launched by Libero Acquisition S.à r.l. (the **Offeror**) concerning up to 7, 354, 968 ordinary shares of Dada S.p.A. (**Dada** or the **Issuer**), as well as up to 470,000 ordinary shares of the Issuer; calculated assuming a full subscription of the existing stock option plan (together, the **Shares**) pursuant to Articles 102 and 106, Paragraph 1, of the Legislative decree 24 February 1998, no. 58 (**TUF**) and the applicable related implementing regulation adopted by CONSOB issued under Resolution no. 11971 of 14 May 1999 as subsequently integrated and amended (**Issuers' Regulation**).

The offer period, as agreed with Borsa Italiana S.p.A. will start at 8.00 a.m. CET on 30 September 2013 and will end at 5.40 p.m. CET on 25 October 2013 (both dates included) subject to prorogation (the **Offer Period**). The Offer will then expire on 25 October 2013.

The consideration in cash equal to Euro 3.329 per Share tendered for the Offer (the **Consideration**) will be paid to investors participating in the Offer on 30 October 2013 (the **Settlement Date**), which falls on the third business day after the expiration of the Offer Period, against delivery of the Shares to the Offeror. Should the Shares be entirely tendered to the Offeror, the overall maximum consideration for the Offer would be equal to Euro 26,049,318.472.

Subject to the relevant legal requirements being met, pursuant to Article 40-bis of the Issuers' Regulation, the Offer Period will be re-opened on the business day following the Settlement Date for five additional business days: 31 October, 1 November, 4 November, 5 November and 6 November 2013, from 8.00 a.m. CET until 5.40 p.m. CET, in the event the Offeror communicates in the Offer result notice that it owns a stake exceeding two-thirds of the share capital of the Issuer (the **Re-opening of the Offer Period**). In the event of such re-opening, the Offer will close on 6 November 2013 and the Consideration for the Shares tendered during such re-opening will be paid on 11 November 2013.

Acceptances will be collected on the MTA and therefore no subscription of an acceptance form will be required. Should it not be practicable to collect acceptances on the MTA due to technical reasons relating to the functionality of the electronic platform managed by Borsa Italiana, the Offeror will provide prompt and adequate information, as required by applicable laws and regulations.

The Offer Document, including the detailed description of the terms of the Offer and of the procedures for participating in the Offer, has been published today on the Issuer's website (www.dada.eu), and made also available on the global information agent website (www.georgeson.it).

The Issuer's press release pursuant to Article 103 Paragraph 3 of TUF and Article 39 of Issuers' regulation, as approved by the Board of Directors of Dada on 6 September 2013 and including the advisor's opinion and the opinion of the independent directors of the Issuer pursuant to Article 39-bis of the Issuers' Regulation, is attached to the Offer Document.

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