



PRESS RELEASE

PURSUANT TO ARTICLE 41, PARAGRAPH 6, OF REGULATION ADOPTED BY CONSOB UNDER RESOLUTION NO. 11971 OF 14 MAY 1999 AS SUBSEQUENTLY INTEGRATED AND AMENDED

FINAL RESULTS OF 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, 28 October 2013 – Following the press release published on 25 October 2013, Orascom TMT Investments S.à r.l. (**OTMTI**) announces that the offer period (the **Offer Period**) of the mandatory public tender offer (the **Offer**) launched by Libero Acquisition S.à r.l. (the **Offeror**) 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 under Resolution no. 11971 of 14 May 1999 as subsequently integrated and amended (**Issuers' Regulation**), 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**), for a consideration in cash equal to Euro 3.329 per Share tendered for the Offer (the **Consideration**), expired on 25 October 2013.

According to the final results of the Offer communicated by Banca IMI S.p.A., acting as intermediary appointed for the purposes of assembling acceptances to the Offer, having considered the occurred entire exercise by the beneficiaries of the stock options, at the end of the Offer Period 2,356,281 Shares have been tendered to the Offer, equal to 30.112% of the total number of the Shares within the scope of the Offer and 14.126% of the share capital of the Issuer, for a total consideration equal to Euro 7,844,059.45. Such final results of the Offer are the same as the temporary results published on 25 October 2013, the day on which the Offer Period expired. During the Offer Period, the Offeror has not purchased, either directly or indirectly, any Shares other than pursuant to the Offer.

The Consideration due to the shareholders who have tendered their Shares to the Offer will be paid on 30 October 2013, which falls on the third business day after the expiration of the Offer Period, against delivery of the Shares to the Offeror.

As a result of the number of Shares tendered to the Offeror in connection with the Offer as well as the number of shares of Dada directly owned by the Offeror prior to the launch of the Offer (no. 8,855,101 shares, equal to 54.627% of the share capital of the Issuer as of the launch of the Offer and 53.087% of the share capital of the Issuer as increased as a result of the entire exercise of the stock options), the Offeror shall own an overall number of 11,211,382 shares of Dada, equal to 67.214% of the share capital of the Issuer as increased as a result of the entire exercise of the stock options.

Provided that, as a result of the Offer, the Offeror owns a stake exceeding two-thirds of the share capital of Dada, pursuant to Article 40-bis, paragraph 1, letter b) of the Issuers' Regulation, the Offer

Period will be re-opened 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, (the **Re-opening of the Offer Period**). The Shares within the scope of the Offer during the Re-opening of the Offer Period will be no. 5,468,687. The shareholders of Dada who have not tendered their Shares during the Offer Period shall have the right to tender their Shares during the Re-opening of the Offer Period, for the same cash consideration paid to those who tendered their shares to the Offer and equal to Euro 3.329 per Share tendered. The Consideration for the Shares tendered during such Re-opening of the Offer Period will be paid on 11 November 2013.

The Offer Document has been published on the Issuer's website (www.dada.eu), and made also available on the global information agent website (www.georgeson.com).

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