



Press release pursuant to CONSOB Regulation 11971/1999, as subsequently amended

DADA COMPLETES ACQUISITION OF SFERA

Florence, 14 July 2016 - In execution of the announcement in the press release made on 06 July 2016, notice is given that DADA today, through its subsidiary Register.it S.p.A., has completed the acquisition of 100% of the share capital of Sfera Networks S.r.l. ("SFERA").

The purchase price for the acquisition of SFERA, based at 30 June 2016 on the company's adjusted positive Net Financial Position (cash) of €275 thousand, ranges from a minimum of €3.3 million to a maximum of €3.7 million.

Today Register.it has paid the sum of €2.3 million, €0.3 million of which will be placed in escrow for the next 24 months to service the standard representations and warranties provided by the seller, while the remaining purchase price will be paid within 36 months based on the results achieved by SFERA over the next three years.

The acquisition is financed through a medium-long term bank loan amounting to €2.5 million granted by ICCREA Bancalmpresa. The loan has a duration of 6 years with a 12-month grace period and a 3-month Euribor rate + 210 bps.

Any developments regarding the transaction will be disclosed in accordance with applicable law.

This press release is also available on the Company website www.dada.eu in the Investors/Financial Press Releases section.

DADA S.p.A. - listed in the STAR segment of the Milan Stock Exchange - is an international leader in online presence and visibility services (domains, hosting, servers, online brand protection) for European SMEs. With over 580 thousand business clients and 1.83 million domains under management, and 1.6 million email accounts and 650 thousand active hosting plans, DADA is one of the leading names in the European Domain & Hosting segment and is a key player in its markets of operation: in Italy through its established brand Register.it, as well as in the UK, Ireland, Spain, France, Portugal and Holland under the Namesco, PoundHost, Register365, Nominalia and Amen brands, respectively.

For further information:

www.dada.eu

Chiara Locati
Investor Relations DADA
Mob: +39 349 8636553
chiara.locati@DADA.eu

Cinzia Trezzi
Press Office
Burson-Marsteller
Tel. (+39) 02 72143813
cinzia.trezzi@bm.com