



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

DADA TOPS 600,000 MARK IN CUSTOMERS, UP BY 8% FROM START OF YEAR

PRODUCT PORTFOLIO CONTINUES TO EXPAND

Florence, 19 September 2016 - DADA S.p.A., listed in the STAR segment of the Milan Stock Exchange, and European leader in digital services for the online presence and visibility of SMEs, announces it has topped the **600,000** mark in total customers managed across Europe.

Claudio Corbetta, CEO of DADA: *"We are delighted to have achieved such a significant milestone. We have been serving SMEs for over 15 years now, offering them a wide range of innovative digital tools tailored to online business, which have allowed us to gain a growing number of customers in and outside of Italy."*

Lorenzo Lepri, General Manager and CFO of DADA: *"Having reached the 600,000 mark in customers managed across Europe is a remarkable result for us; the growth of our customer base is, in fact, a key indicator for our business and is the asset that will help drive the Group's future growth and profitability."*

Today, the DADA Group serves more than **600 thousand** customers, for the most part **SMEs** located in **Italy, the UK and Ireland, Spain and Portugal, France and Holland**. The total customer base has grown by a **net +8%** in 2016 versus the figure at 31 December 2015.

This growth is the result, in particular, of both the **sales and marketing** policies implemented since the second half of 2015, and the continued development and updating of the **portfolio of products** conceived to provide DADA customers with increasing levels of performance, security and reliability of services delivered.

The main products released and the projects underway include:

- For **Domains**: the launch of **generic top-level domains** (new gTLDs) such as: **.BARCELONA, .PROMO, .GAME, .CARS, .AUTO, .BOATS, .YACHTS, .VIP, .GROUP, .PET**; as well as the implementation of new channels for **online brand protection services**
- A noteworthy feature for **Email** services is the release of **advanced WebMail** in France and Portugal
- The ongoing developments on **Website & Hosting** services witness the launch of a new service called **"Build me a website"** in the UK, as well as a new **website builder** with an editor to build **mobile-friendly websites**
- **Managed Website** products include an innovative service in the UK to design logos, complementing the online communication solutions



- As for the suite of **Server** services, the past few months have seen the completion of the re-branding of **PoundHost**, the brand entirely dedicated to Server solutions, and the launch of "**Simply Servers & Hosting**", which complements the range of Private Cloud solutions based on proprietary network infrastructure.

To conclude, as mentioned in the 2016 half-year report, the DADA Group, through its subsidiary Register.it, has embarked on a process leading to the application for the accreditation as **Identity Provider** of the **SPID (Public System for Digital Identity)** in Italy.

For further details on projects underway and in the pipeline, see the "DADA September News" press release published on www.dada.eu in the Media/Press Releases section.

This press release is also available on the Company's 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 600 thousand business clients, 1.86 million domains under management, 1.8 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, Simply Hosting & Servers, Register365, Nominalia and Amen brands, respectively.*

For further information

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