



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

DADA SIGNS POOL LOAN AGREEMENT AND FURTHER STREAMLINES ITS FINANCIAL STRUCTURE

**POOL LOAN COORDINATED BY BANCA IMI AND GRANTED BY INTESA
SANPAOLO, UNICREDIT AND MPS FOR A TOTAL OF €22 MN**

**RENEGOTIATION OF LOAN WITH CREDIT AGRICOLE AND OPENING
OF NEW LINES FOR A TOTAL OF €4.5 MN**

**THE AGREEMENTS WILL REDUCE DEBT COSTS AND PROVIDE
GREATER FINANCIAL FLEXIBILITY TO SUPPORT GROWTH PLANS**

Florence, 22 December 2016 - DADA S.p.A., listed in the STAR segment of the Milan Stock Exchange, announces that its subsidiary Register.it S.p.A. has signed a **medium/long-term cash pool loan agreement** ("Loan") today with **Banca Intesa Sanpaolo S.p.A.**, **UniCredit S.p.A.** and **Banca Monte dei Paschi di Siena S.p.A.** ("Banking pool") coordinated by **Banca IMI S.p.A.** for a total of **Euro 22 million**.

Specifically, the Banking pool will contribute to the Loan as follows: **Intesa Sanpaolo Euro 13 million**, **Unicredit Euro 5 million** and **Monte dei Paschi di Siena Euro 4 million**.

The financial resources will be used to:

- **repay the medium/long-term loans earlier**, of which **Intesa Sanpaolo** for the amount of **Euro 14.2 million** and **UniCredit** for the amount of **Euro 4.4 million**;
- **reduce current bank exposure** favouring **non-current committed lines**, by also extending the **term** of the overall debt,
- **finance growth projects** of the DADA Group.

The Loan is **unsecured** based on a warrant to grant credit issued by DADA in favour of Register.it with a **term of 5 years and 3 months**. The repayment of principal is in 10 half-yearly instalments, the first falling due on 30 September 2017; the first two instalment payments will amount about to Euro 1 million each, while the final balloon payment will amount to 25% of the amount of the Loan.

The rate charged is the **Euribor 6M + 250 bps**, with a **100 bps reduction on the spread for medium/long-term loans repaid earlier**.

The Loan, which contains provisions that are essentially customary for such type of agreements (i.e. change of control, pari passu, etc.), requires also the observance of certain



financial **covenants** such as: (i) Debt/EBITDA; (ii) Debt/Equity; (iii) EBITDA/Net Financial Charges; (iv) Capex.

Banca IMI acts as Agent Bank, Mandated Lead Arranger, Global Coordinator and Bookrunner of the Loan, and was assisted, together with the other Banks in the Banking pool, by the Gattai, Minoli, Agostinelli & Partners law firm.

DADA has also renegotiated the financial terms of the existing medium/long-term loan between Register.it and **Crédit Agricole - Cariparma**, for an amount of **Euro 3.5 million** and expiration in 2019, **by reducing the spread to 240 bps** from the previous 270 bps (keeping the other terms of the loan unchanged), and has also opened with **Crédit Agricole - Cariparma** a new unsecured line of credit of **Euro 1 million** with a **3-month Euribor rate + 160 bps**.

Lorenzo Lepri, General Manager and CFO of DADA S.p.A.: *“We are highly satisfied with these agreements which streamline our overall capital structure, and allow us to reduce the average cost of total debt while extending its duration, thus attesting the Group's ability to deliver effective financial discipline”.*

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, 1.9 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

www.dada.eu

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

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