

Press Release in accordance with CONSOB Regulation No. 11971/1999 and subsequent modifications

DADA ATTENDS THE STAR CONFERENCE, 2017 ORGANIZED BY BORSA ITALIANA

Florence, 20 March 2017 – It is hereby made known that tomorrow, March 21st 2017, DADA will attend the STAR CONFERENCE 2017, MILAN at Borsa Italiana. The slides of the presentation have been made available to the public on the authorized storage mechanism eMarket STORAGE www.emarketstorage.com, managed by Spafid Connect S.p.A., as well as on the Company's website www.dada.eu (in the section Investors /Financial Presentations).

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 630 thousand business clients, 1.9 million domains under management, 2.0 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 and the recently acquired brands Etinet and Sfera, 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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