( ) DADA

PRESS RELEASE ABOUT
LIBERO ACQUISITION S.à r.l. LETTER

Florence, 09 March 2017 - Dada S.p.A. (the "**Company**") received on today`s date a letter from Libero Acquisition S.à r.l. ("**Libero Acquisition**"), its controlling shareholder, informing the Company that Libero Acquisition is considering a possible sale of its interest in the Company, currently representing approximately 69.432% of its share capital. In the letter, Libero Acquisition requested the Company to cooperate in the process, including by making available to the potential bidders indicated by Libero Acquisition information relating to the Company and its Group.

The Board of Directors of the Company is being called to hold a meeting on March 15th 2017 to approve its financial statements for the fiscal year 2016, as per its corporate events calendar. At that meeting, the Board will also take a resolution on the letter received from Libero Acquisition.

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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**](http://www.dada.eu)

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