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DADA S.p.A. - listed on the STAR segment of the Italian Stock Exchange - is an international leader in online presence and visibility services (domains, hosting, servers, online brand protection) for European SMBs. With over 630K business clients and 1.90 mln domains under management, and 2.0 mln email accounts and 650K 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 the Netherlands under the Namesco, Simply Hosting & Server, Register365, Nominalia and Amen brands, respectively.



## Company Profile

The gateway to your digital presence

### Key Assets

- 630 K CUSTOMERS
- 650 K HOSTING
- 1.90 MLN DOMAINS
- 2.0 MLN EMAIL

### Brands & Ranking

- #2 ITALY**  
register.it, etinet, sfera
- #3 UK**  
names.co.uk, simply
- #2 IRELAND**  
register365
- #1 PORTUGAL**  
amen
- TOP 5 FRANCE**  
amen
- TOP 8 SPAIN**  
nominalia

### Platform & Support

- WORLD CLASS OWNED & LOCAL CUSTOMER CARE (30% OF WORKFORCE)
- DATACENTER (UK) 50.000 MQ 99,9% UPT IME SLA
- 7 PETABYTES INFRASTRUCTURE DATA STORAGE

## Financial Data

€m	Annual		Var %	9 Months	
	31/12/16	31/12/15		30/09/16	30/09/15
Revenues	63.70	62.17	2.47%	47.72	46.66
Ebitda	10.66	10.47	1.88%	8.18	8.46
Ebitda margin	16.74%	16.84%		17.14%	18.13%
Ebit	3.98	3.16	26.00%	3.22	3.04
Ebit Margin	6.25%	5.09%		6.74%	6.51%
Ebt	1.17	2.88	-59.42%	0.91	3.34
Ebt margin	1.83%	4.63%		1.91%	7.16%
Net Result	0.18	1.33	-86.65%	0.19	2.28
E-Margin	0.28%	2.14%		0.40%	4.88%
Group profit/(loss) net of non-recurring income*	0.2	-0.9	nm	0.2	0.1

	Annual		Var %	9 Months	
	31/12/16	31/12/15		30/09/16	30/09/15
NFP (Cash)	29.52	27.89	5.86%	29.36	28.40
Shareholders' equity	52.91	59.34	-10.83%	52.70	58.99
Net capital employed	82.44	87.22	-5.49%	82.05	87.39

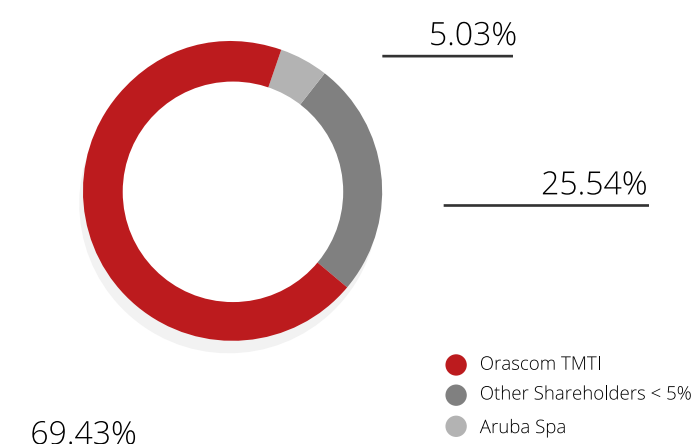
\* Income from the transfer of the ProAdv BU to 4W MarketPlace S.r.l. (€ 2.2mln)

## DADA Share Analysis (Last Update 24 March 2017)



DADA STOCK	
MARKET	STAR SEGMENT - MTA
PRICE	€ 4.6
NOSH	16.7 MLN
MKT CAP	€ 76.8 MLN
AVERAGE DAILY VOLUMES YTD	€ 401.830
ISIN	IT0001455473
BLOOMBERG	DA.IM
REUTERS DA.MI	DA.MI

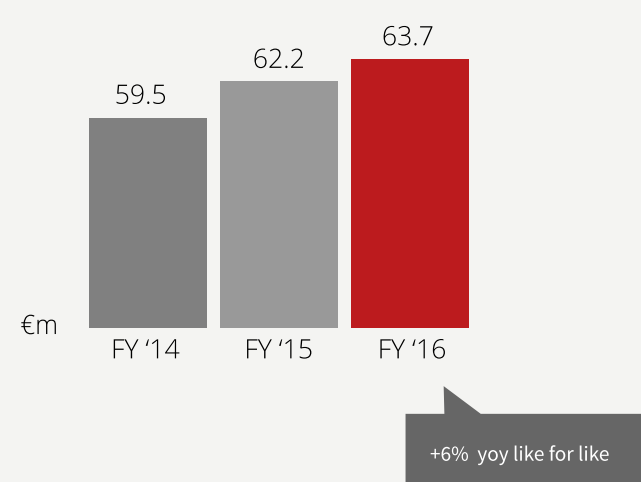
## Shareholders (Last Update 29 March 2017)



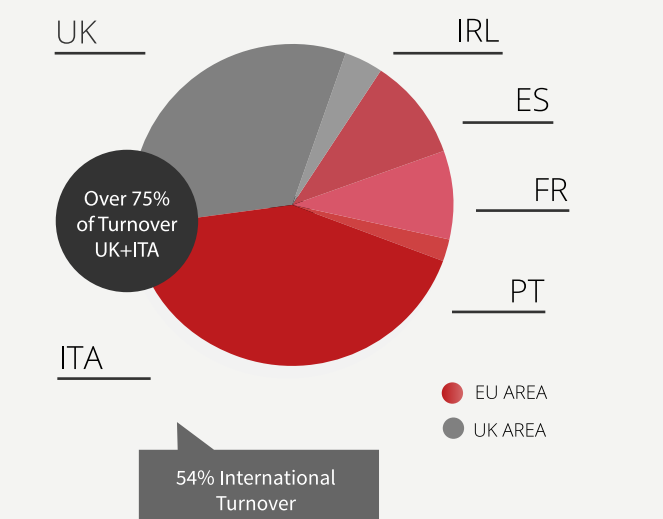
ANALYST'S COVERAGE (Dati al 29 March 2017)	
Banca IMI	
Rating:	Hold
Target Price	Euro 4.4 per share

NEXT EVENTS	
20/21 April	Shareholders' Meeting
10 May	Results 1Q 2017
27 July	Results 1H 2017
15 November	Results 9M 2017

## Revenue



## Revenue Breakdown



Specialist Banca IMI www.bancaimi.it



External Auditors KPMG S.p.A. www.kpmg.com



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