

Press release

## DIGITAL360, NEW EXECUTIVE: SIMONE BATTIFERRI, HEAD OF LATAM BUSINESS DEVELOPMENT

Milan, 31 January 2022 **DIGITAL360 S.p.A.**, an innovative SME listed on the Euronext Growth Milan market (formerly AIM Italy), announces that it has entered into a partnership with Simone Battiferri, who will take up the role of Head of Business Development in Latin America (LATAM) at DIGITAL360 from 1 February.

DIGITAL360 has launched an important international expansion project primarily targeting the geopolitical area of Latin America and Spain, resulting in the launch of [InnovacionDigital360.com](https://www.innovaciondigital360.com), a Spanish-language portal dedicated to digital transformation, and the acquisition of Xona, a marketing and lead generation agency operating in Latin America.

This huge geopolitical area offers particularly relevant opportunities for DIGITAL360's business, presenting a market and competitive context with similar characteristics to the Italian counterpart and a strong acceleration of digital innovation driven by the pandemic and the arrival of public funds to boost the economy.

Battiferri's appointment to DIGITAL360 guarantees a strong managerial and cultural supervision of the expansion in Latin American countries. The new executive boasts in his curriculum a great international experience, with particular focus on the Latam area, and a strong specialization in ICT, digital innovation and M&A. Battiferri, in fact, has held numerous senior roles both in Italy and abroad, including Head of the ICT Solutions and Service Platforms Business Unit and of the Business Market in Telecom Italia, President of Olivetti, Chief Operating Officer of Telecom Argentina. Moreover, Battiferri was responsible for Telecom Italia's international business development and is also a partner of Xona.

"To accompany this important new phase of international expansion, it is essential that the team is made up of the right people, explains **Gabriele Faggioli**, CEO DIGITAL360. Simone Battiferri is a highly experienced top manager, whose DNA contains all the characteristics we need - recognised skills in the start-up and management of international businesses, in-depth knowledge of the specific territorial and cultural characteristics of the LATAM market and a marked sensitivity to digital innovation. We are very pleased that Battiferri has joined us to undertake this wonderful project of international expansion".

"A new phase in the life of DIGITAL360 has begun, characterized by an acceleration of growth projected at an international level, with the aim of exploiting the important know-how developed in Italy also in an immense region that has many characteristics similar to our country," says **Raffaello Balocco**, CEO DIGITAL360. "The geopolitical area of Latam and Spain, in fact, is particularly attractive for our business, since it is a huge region with over 550 million people and a total GDP of 4500 billion dollars, a digital technology market in strong growth and a favorable competitive environment".

I am thrilled to be taking part in DIGITAL360's international expansion project, working together with a group of people who have already demonstrated the success of a business model that I would define as unique in its kind," says Simone Battiferri. "I am convinced that this approach will find just as much receptivity in a market that has given me great professional satisfaction and that in many respects is similar to the Italian market, which is also extremely dynamic and receptive to innovation and has enormous development potential".



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This press release is available on the Company's website at [www.digital360.it](http://www.digital360.it).

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## DIGITAL360

DIGITAL360, a company listed on the Euronext Growth Milan Market (formerly AIM Italy) of the Italian Stock Exchange, has the objective of accompanying companies and public administrations in the understanding and implementation of digital transformation, and encouraging their encounter with the best technology providers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, startups, etc.) in communication, storytelling, event management, and generating business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations that want to undertake any kind of digital transformation. NetworkDIGITAL360, transversal to both Business Units, is the largest network of online publications dedicated to all topics of Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and skills thanks to analysts, journalists, consultants and experts in the digital world, united by a great passion and mission: digital innovation as an engine for the growth and modernization of our country. For further information: [www.digital360.it](http://www.digital360.it)

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