

PRESS RELEASE

DIGITAL360: new acquisition signed for 51% of the shares of Del Monte & Partners Comunicazione, a company specialising in MarTech and SalesTech

Milan, 28 June 2022 - **DIGITAL360 S.p.A.** ("DIGITAL360" or the "Company"), an innovative SME listed on the Euronext Growth Milan market (formerly AIM Italia), announces that today it has signed an agreement to acquire a 51% stake in the company Del Monte & Partners Comunicazione s.r.l. ("Del Monte").

Del Monte is a company that has specialised in digital solutions to support B2B marketing and sales (MarTech and SalesTech). It is one of the first Italian partners of **Hubspot**, the world's leading software company in this field and listed on the Nasdaq.

The **Martech and Salestech market is becoming** increasingly important at both the Italian and international level, partly **resulting** from the pandemic period, which has prompted B2B companies to digitally rethink key marketing and sales processes.

With Del Monte's acquisition, the largest Italian hub, focused on Martech and Salestech B2B based on the Hubspot platform, is born, which can already count on Annual Recurrent Revenues of more than 6.4 mln euro with 274 implemented platforms and a competence centre consisting of more than 80 specialists, with more than 280 Hubspot certifications acquired.

The acquisition of Del Monte also strengthens the entrepreneurial team of DIGITAL360's Martech and Salestech area: the skills of Luciano Tolomei and Francesco Antonibon, founders of Del Monte, join those of Davide Marasco, who joined the group with Effetto Domino in 2018, and Massimo Calabrese, who joined in early 2022 with Digital Sales.

The acquisition of Del Monte took place in two stages:

- The first, concluded today, by means of the cash subscription of a 0.24 million euro reserved capital increase of Del Monte in favour of DIGITAL360, whereby DIGITAL360 acquired 35.3% of the shares;
- The second, to be finalised after the closing date of the financial statements for the year 2022, by means of which DIGITAL360 will acquire the remaining 15.7% of the company's shares and which will bring it to own 51% of Del Monte. The price of this second sale was determined in an amount ranging from a minimum of EUR 0.18 million to a limit of EUR 0.25 million, depending on the company's performance in the financial year 2022.

The transaction is being financed using bank lines recently contracted with illimity Bank S.p.a.



Pending the second divestiture, DIGITAL360 will be able to express the governance of Del Monte, as it will be able to appoint three of the five members of the company's Board of Directors as of now.

In 2021, the company recorded revenues of EUR 1.1 million, with a positive Ebitda of EUR 0.1 million and a NFP of EUR 0.5 million (debt).

"With the acquisition of Del Monte, DIGITAL360 continues its path of consolidation in a fragmented market that is becoming increasingly important for any B2B company, that of digitisation of marketing and sales processes," says Raffaello Balocco, CEO of DIGITAL360. "The acquisition will enable us to further strengthen our subscription-based recursive services, which provide for the management of online marketing and lead generation activities of client companies on an ongoing basis, positioning Digital360 as a strategic partner that provides its customers with editorial assets, technological platforms and a multidisciplinary team of martech and saletech experts".

"Del Monte joins DIGITAL360 strongly convinced of the value of its know-how and enthusiastic about this partnership based on a business plan as solid as it is ambitious, which will allow us to further accelerate our growth path - says Luciano Tolomei, CEO of Del Monte -. This operation gives light to HubSpot's most important Italian partner: a reality capable of managing enterprise sales and marketing projects in a context of strong evolution of technologies and processes".

DIGITAL360

DIGITAL360, a company listed on the Euronext Growth Milan Market, has the objective of accompanying companies and public administrations in understanding and implementing digital transformation and facilitating their encounter with the best technology suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, start-ups, etc.) in communication activities, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations wishing to undertake any digital transformation path. 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 modernisation of our country. For further information: www.digital360.it.

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