



DIGITAL360

Investor Presentation

Madrid, 3rd November 2022



I. Company overview

II. Network DIGITAL360 & Matchmaking Platform

III. Strategic directions

IV. Business Units

V. Financials

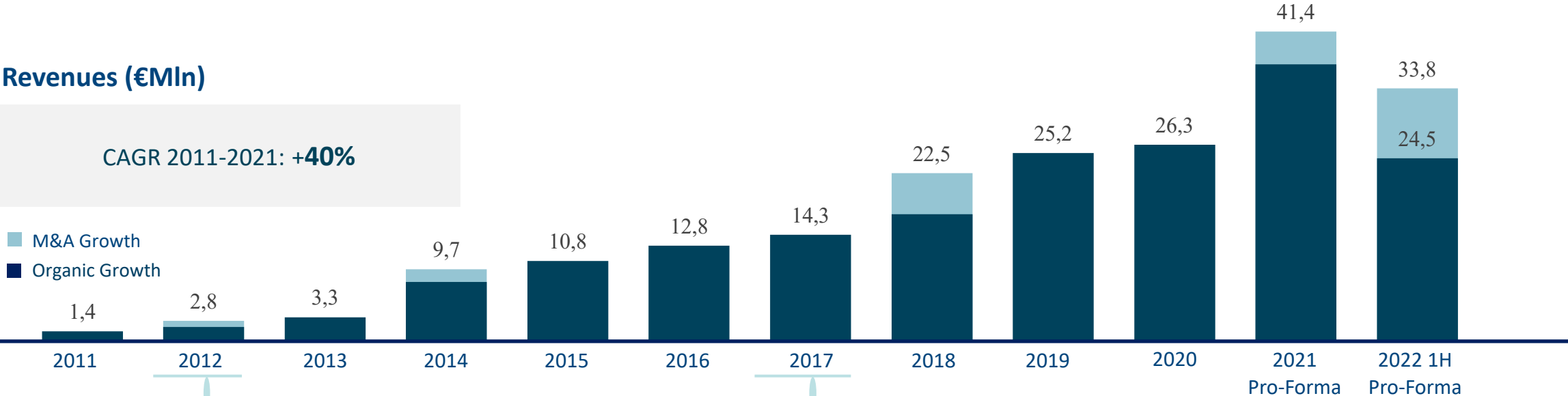
VI. Annex



History and growth

DIGITAL360 stems from the experience developed by **Politecnico di Milano Professors** in the area of **Digital Transformation and Entrepreneurial Innovation**

Revenues (€Mln)



DIGITAL360 is founded

DIGITAL360 went public

ORGANIC GROWTH

Organic CAGR: 20%

M&A GROWTH

Aimed at consolidating fragmented markets

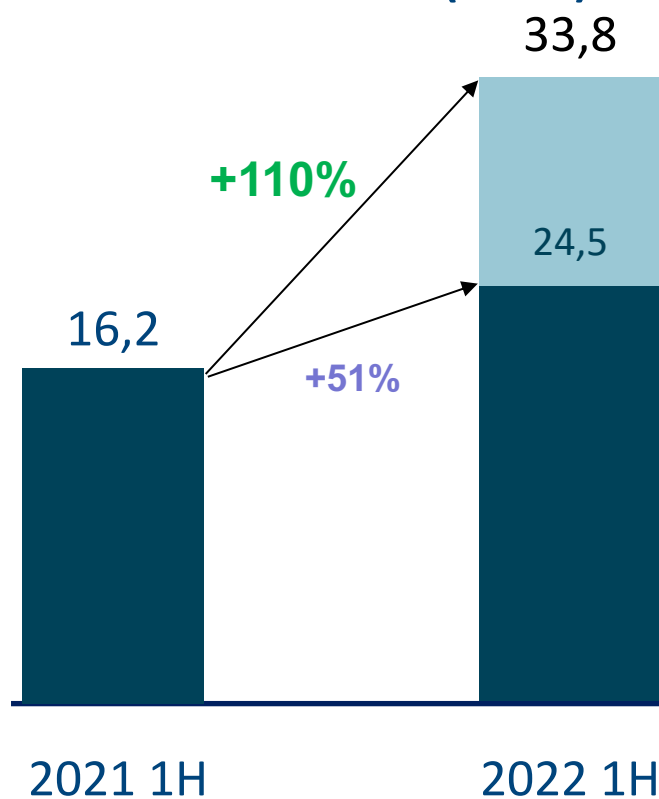
22 acquired companies so far

1H 2022 / 1H 2021 : Key Economic Indicators (€ Mln)

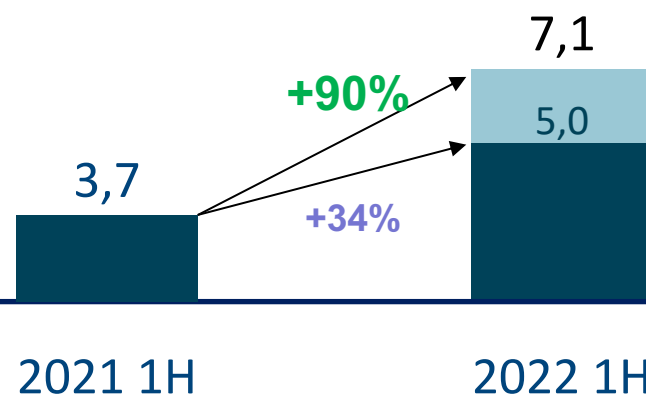
Reported Data

Pro Forma Data (new acquisitions)

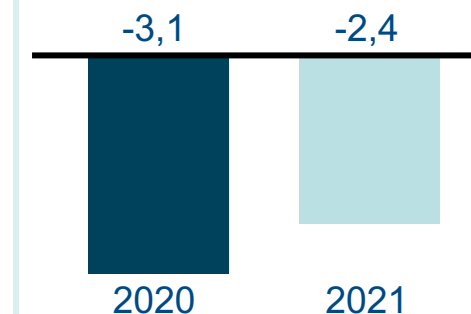
Revenues (€Mln)



Ebitda (€Mln)



NFP (€Mln)

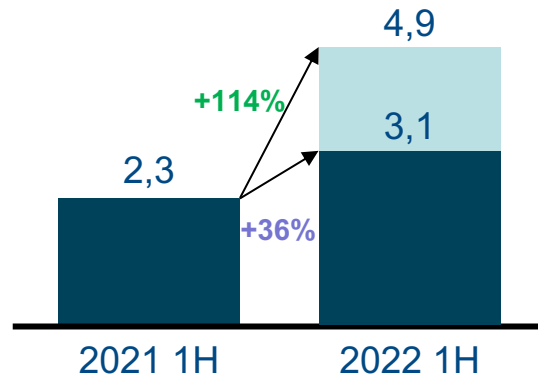


1H 2022 / 1H 2021 : Key Economic Indicators (€ Mln) (

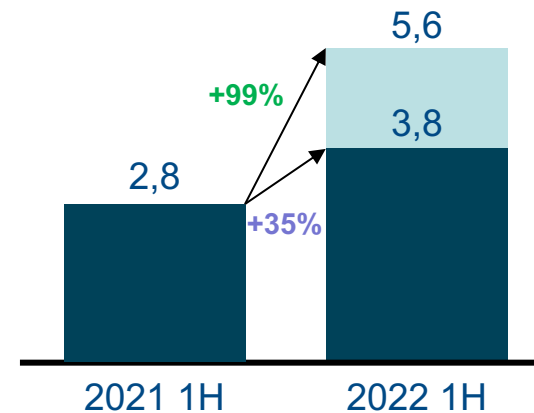
■ *Reported Data*

■ *Pro Forma Data (new acquisitions)*

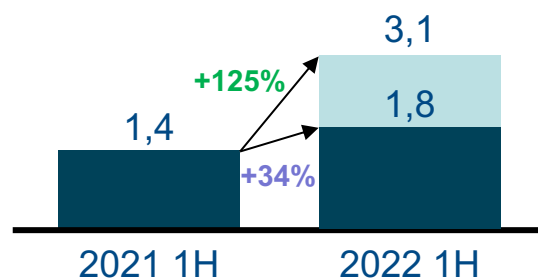
Ebit (€Mln)



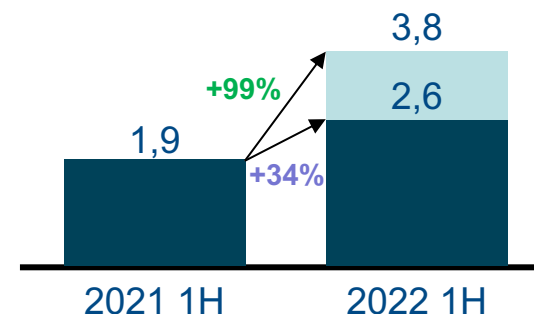
Ebit adj (€Mln)



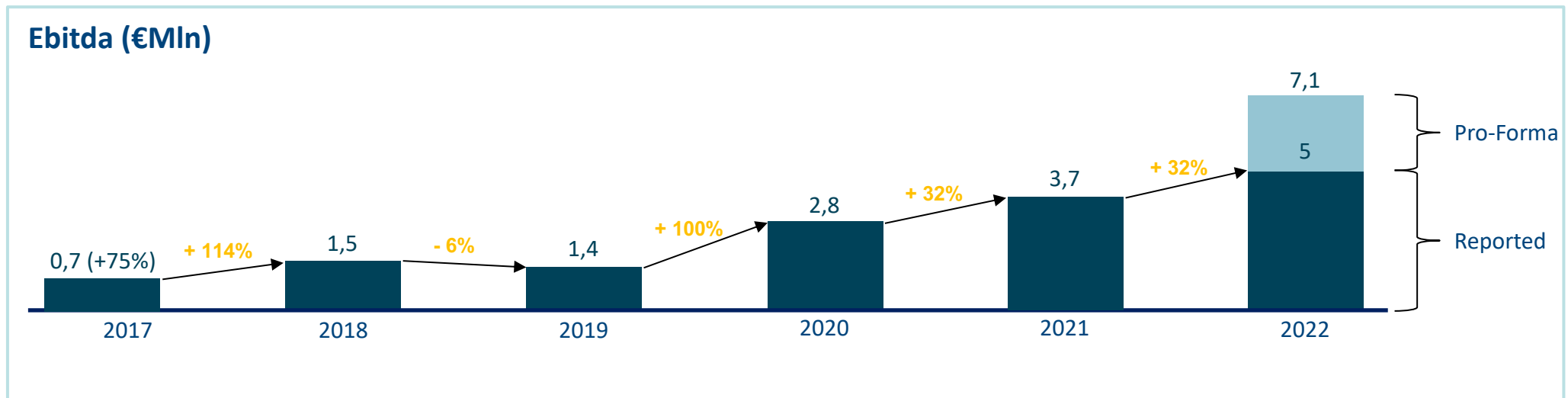
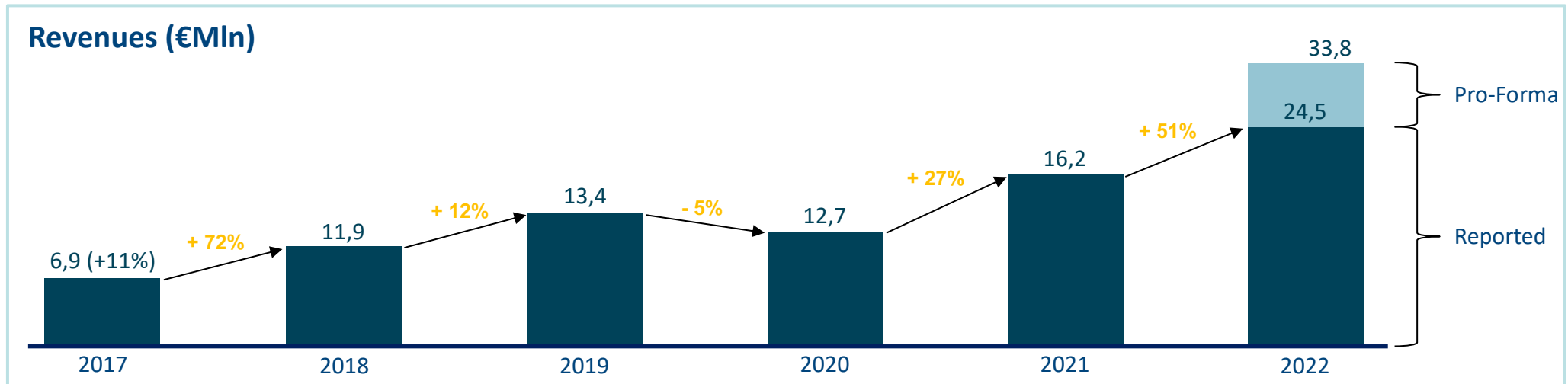
Net Income (€Mln)



Net Income adj (€Mln)



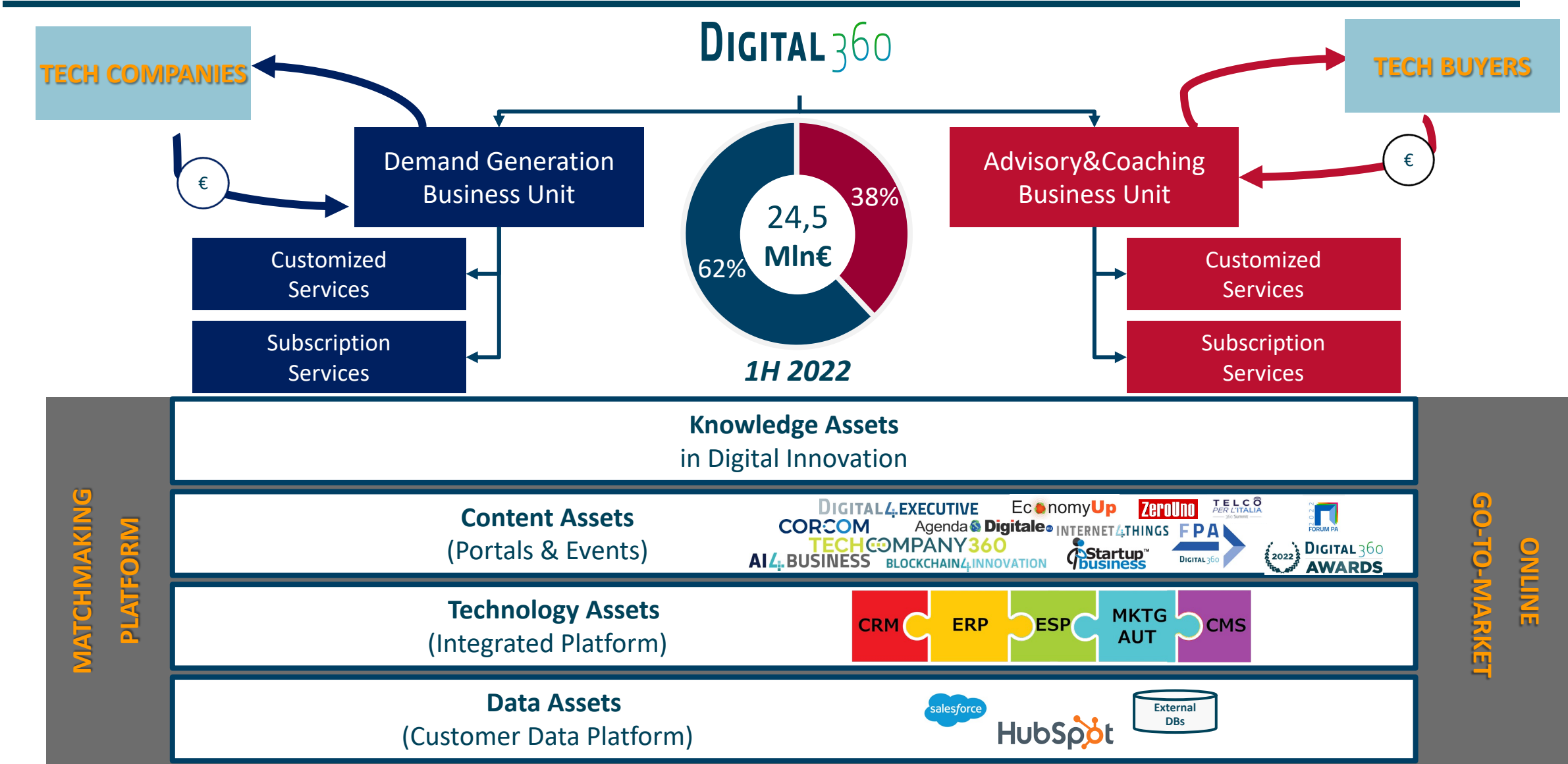
Revenues and Ebitda half year trend 2017-2022



Two Business Units leveraging the same Community



Two Business Units leveraging the same Strategic Assets



Growth Drivers

ITALY

Organic Growth

- ✓ Growth in current businesses (strong **market traction**)
- ✓ **Entry into new correlated businesses** (e.g. in DG Business Unit, other B2B industries; in A&C, new practices)

M&A

- ✓ DG: acquisitions of B2B publishers, Martech providers, Marketing agencies, etc.
- ✓ A&C: acquisitions of Advisory and Technology companies

INTERNATIONAL

focus on DG in Spain and Latam so far

- ✓ **Acquisitions** of Publishers, Martech agencies, traditional Marketing & Events agencies (with focus on ICT market)
- ✓ **Boost of their organic growth** based on our *Knowledge* and *Technology* assets (and local development of *Content* and *Data assets*)
- ✓ Leverage on **our top clients's presence in Spain e Latam** (Tech Giants)
- ✓ Future opportunity to exploit the local presence to launch also **A&C services**



Investment Highlights

- ✓ Mega trends and fast growing markets (**Martech & Consultech**), accelerated by Covid boost and Recovery Funds
- ✓ **Innovative and scalable business model**, already successful in Italy and replicable also abroad, based on **assets** (knowledge, Content, Technology, Data Assets)
- ✓ **Strong growth opportunities** both organic and through M&A, both in Italy and abroad
- ✓ Successfull **M&A track record**
- ✓ **Organisational structure** and **business set up** ready to fully exploit future growth
- ✓ **Solid and motivated management team** with new experienced Executives alongside innovative Entrepreneurs



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VI. Annex



Network DIGITAL360: our Digital Content Assets – Cross topics

Agenda  **Digitale** 

Italy's first digital agenda journal

CORCOM

The online newspaper of digital economy and innovation

DIGITAL4EXECUTIVE

The strategic use of technology for the digital transformation of business processes

TECHCOMPANY360

Evolutions, changes and trends of tech companies in Italy

Eco  nomy **Up**

Italy that wants to grow

 **Startup
business** TM

Enabling the Italian startup ecosystem

ZeroUno

The reference portal for CIOs in Italy

 **INNOVACIÓN DIGITAL** 360

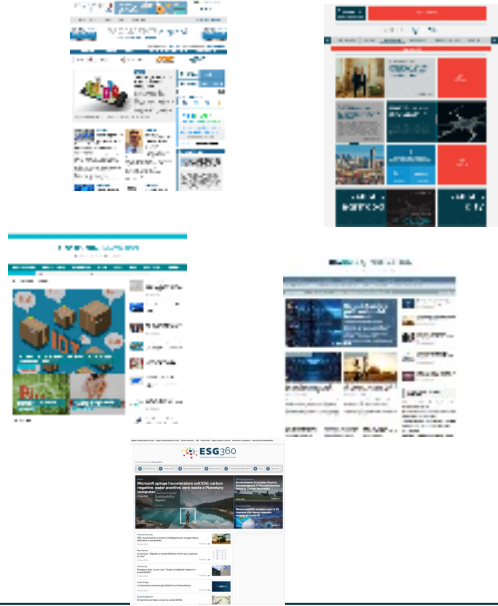

Digital innovation in spanish language

DIGITAL4PMI

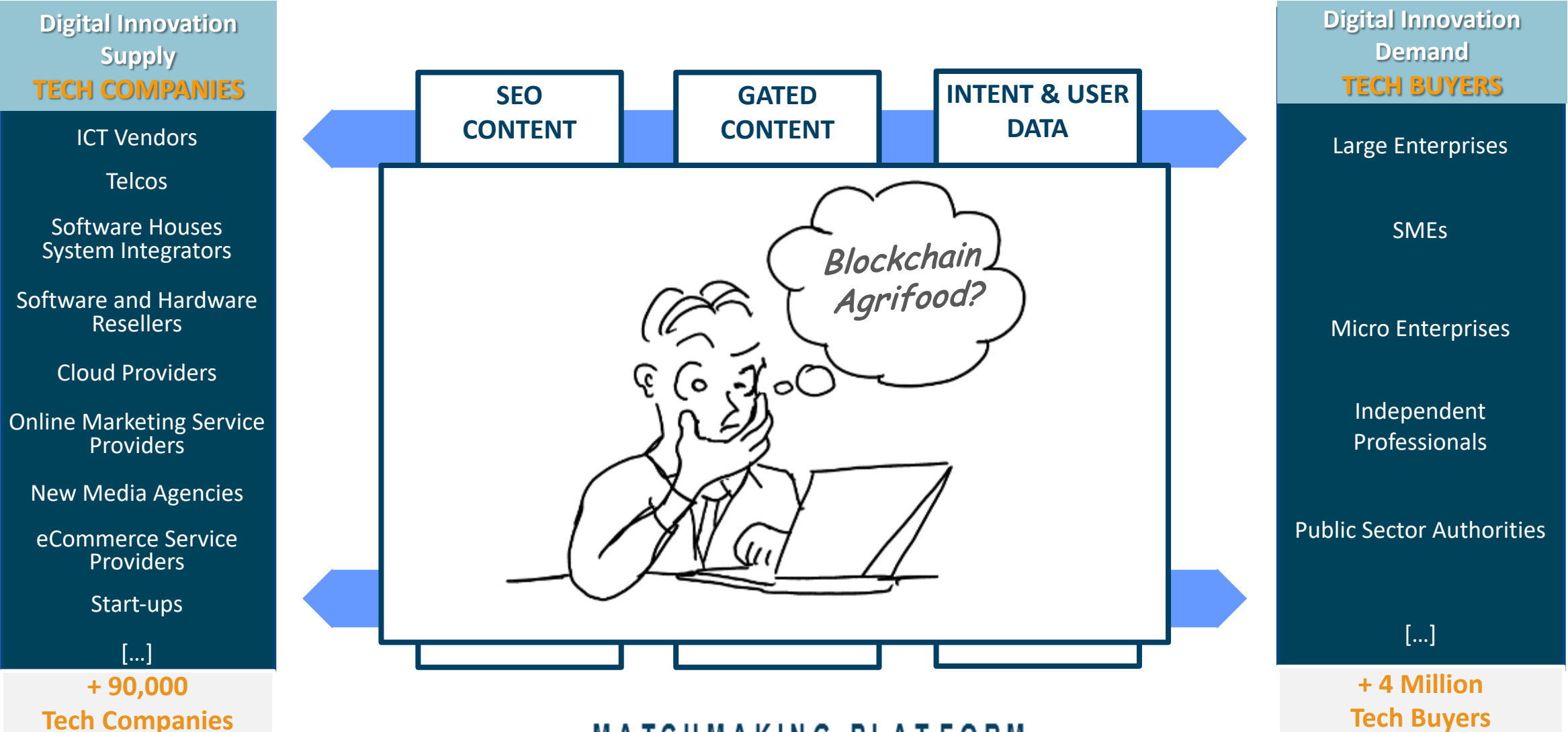
Digital technologies for SMB



Network DIGITAL360: our Digital Content Assets - Vertical Portals

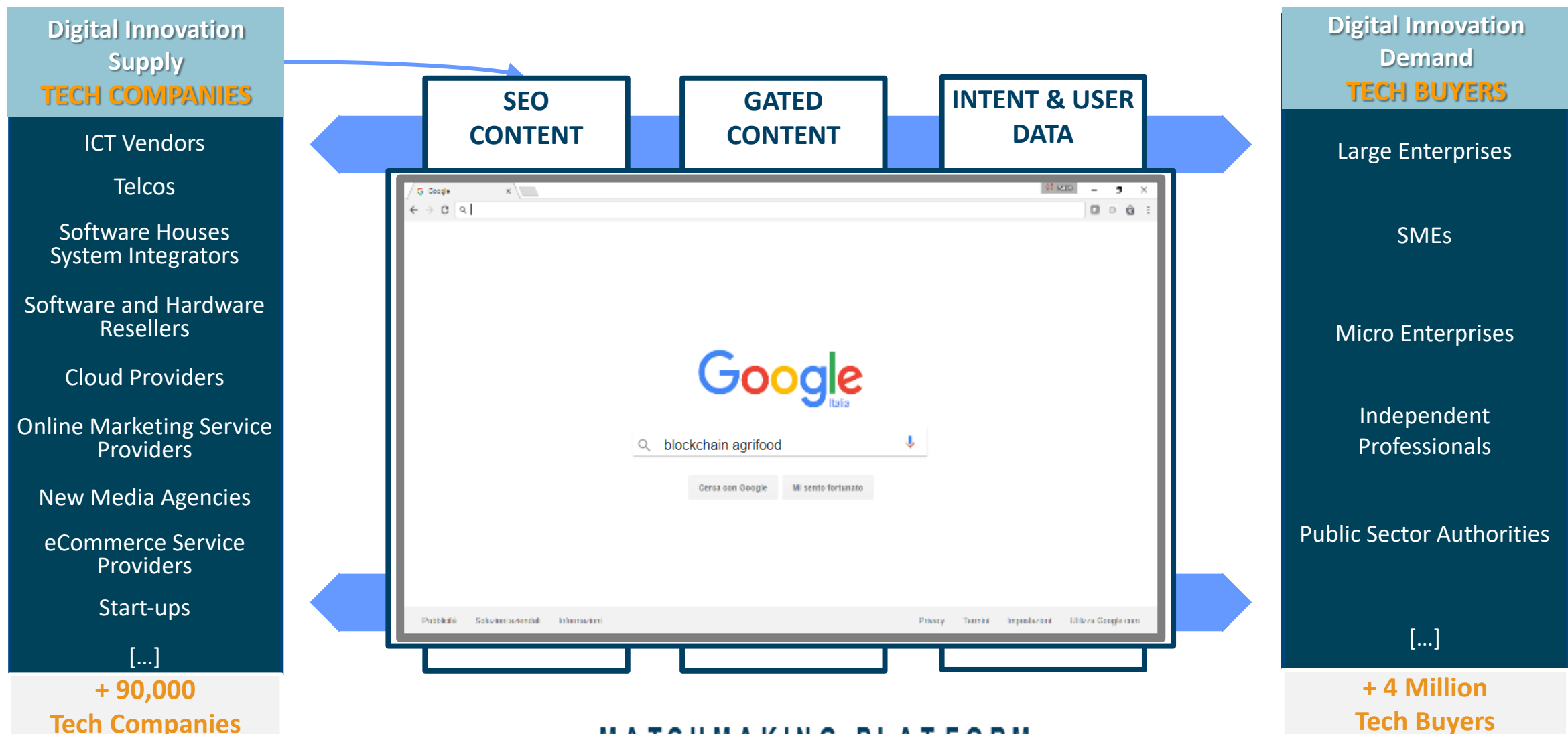
Technological domains/vertical topics	<p>INTERNET 4 THINGS</p> <p>AI 4 BUSINESS</p> <p>RISK MANAGEMENT 360</p> <p>ESG 360 Il sito dedicato a Environmental, Social, Governance</p> <p>TechTarget SearchData Center</p> <p>BLOCKCHAIN 4 INNOVATION</p> <p>BIGDATA 4 INNOVATION</p> <p>CYBERSECURITY 360</p> <p>PAGAMENTI digitali</p> <p>TechTarget SearchSecurity</p>	
Function	<p>DIGITAL 4 PROCUREMENT</p> <p>DIGITAL 4 SUPPLY CHAIN</p> <p>DIGITAL 4 MARKETING</p> <p>DIGITAL 4 HR</p> <p>DIGITAL 4 FINANCE</p> <p>DIGITAL 4 LEGAL</p>	
Industry	<p>INNOVATION Politiche e tecnologie per l'industria</p> <p>FPA DIGITAL 360</p> <p>EnergyUp.tech</p> <p>HEALTHTECH 360</p> <p>AGRIFOOD.TECH</p> <p>InsuranceUp</p> <p>PROPTECH 360</p> <p>UNIVERSITY BUSINESS</p> <p>AutomotiveUp</p> <p>BankingUp</p> <p>RetailUp</p> <p>INDUSTRY 4 BUSINESS</p>	

Matchmaking Platform: how it works (the user experience)

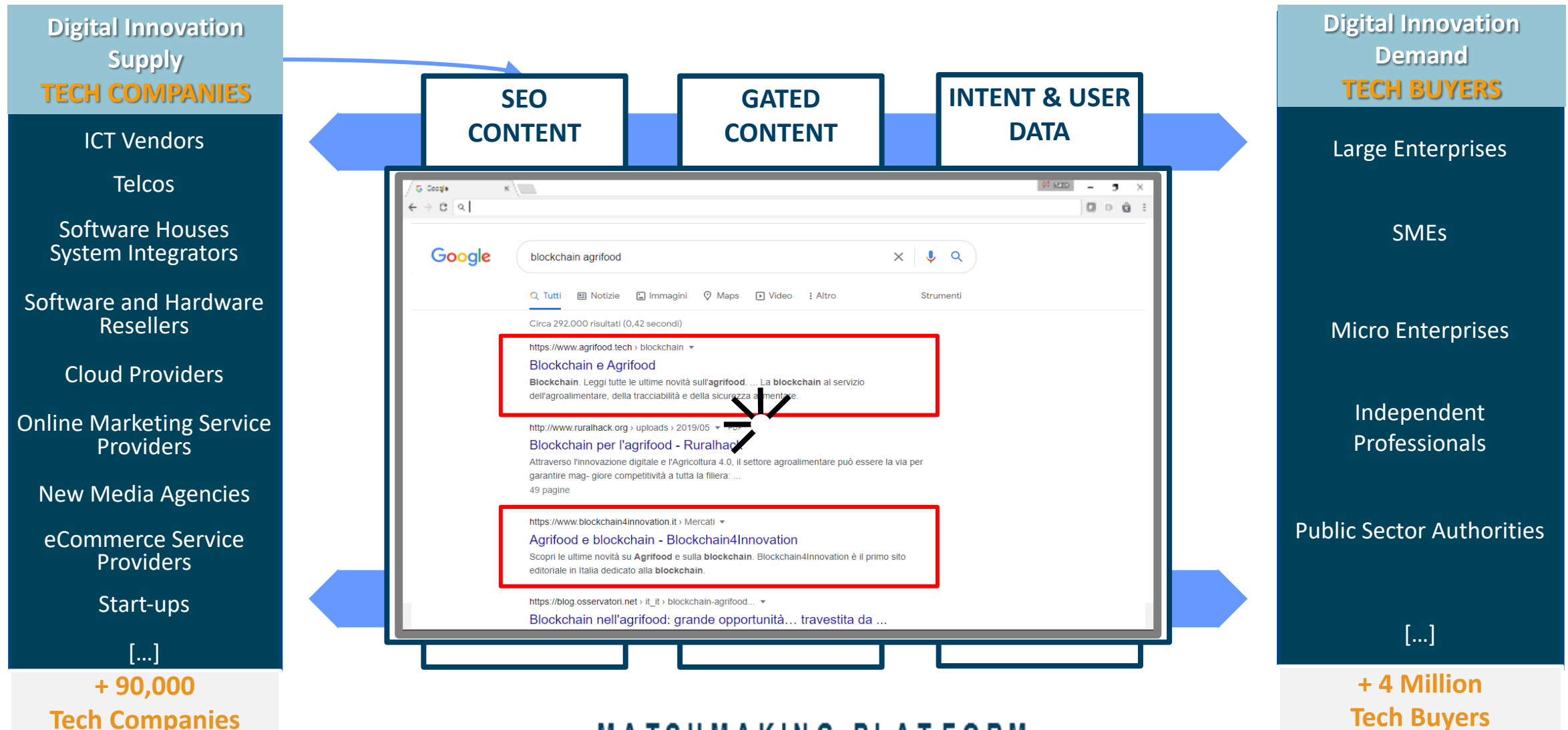


MATCHMAKING PLATFORM

Matchmaking Platform: how it works (the user experience)



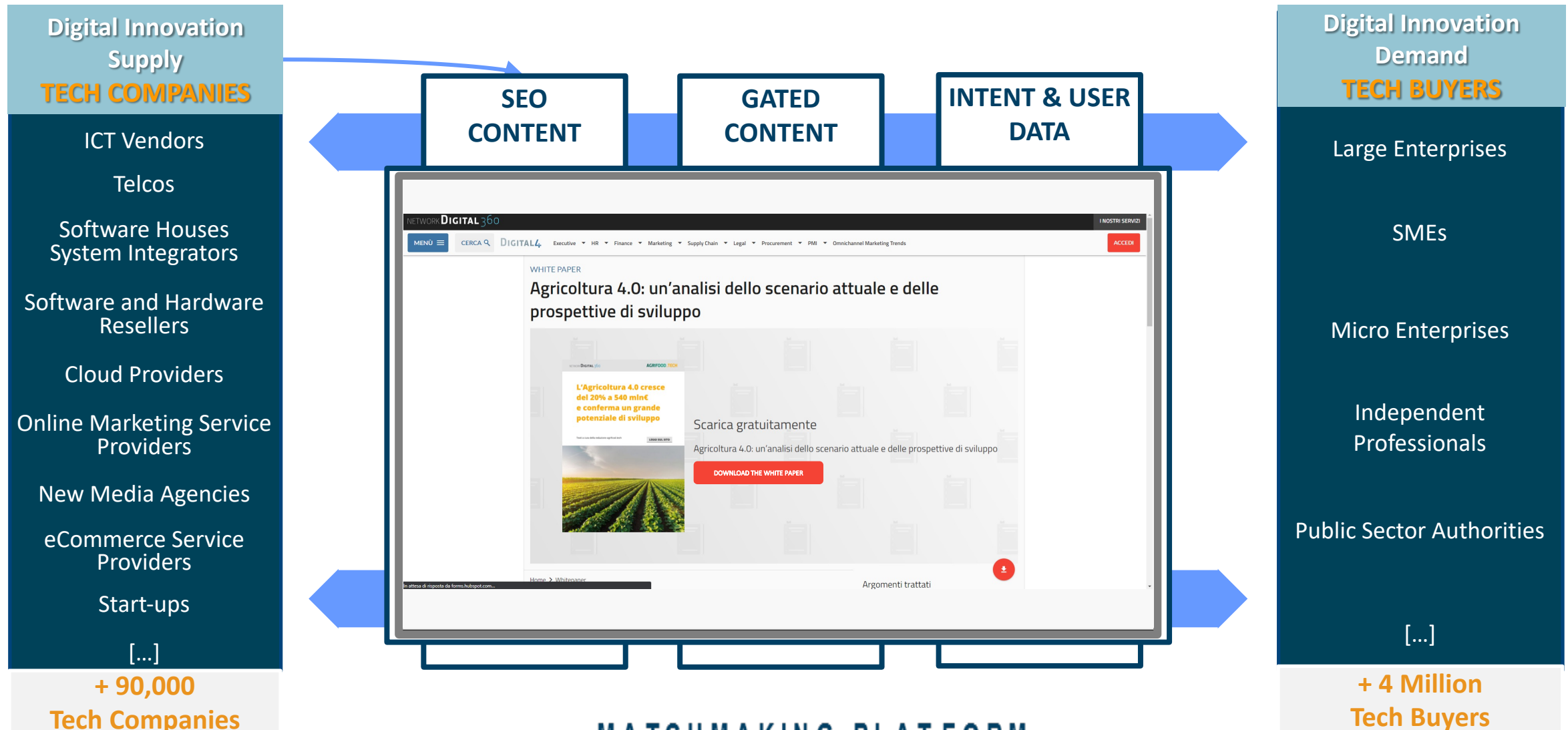
Matchmaking Platform: how it works (the user experience)



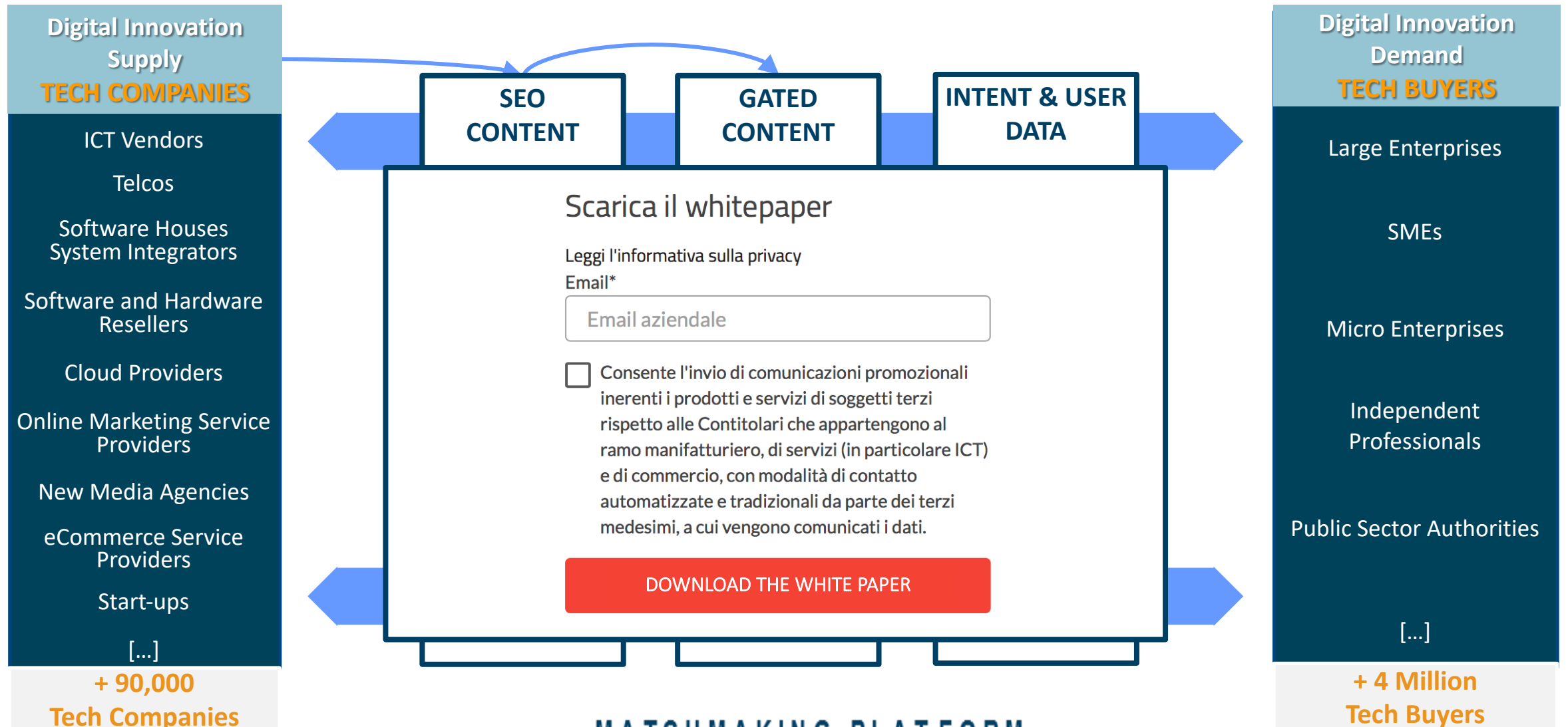
Matchmaking Platform: how it works (the user experience)



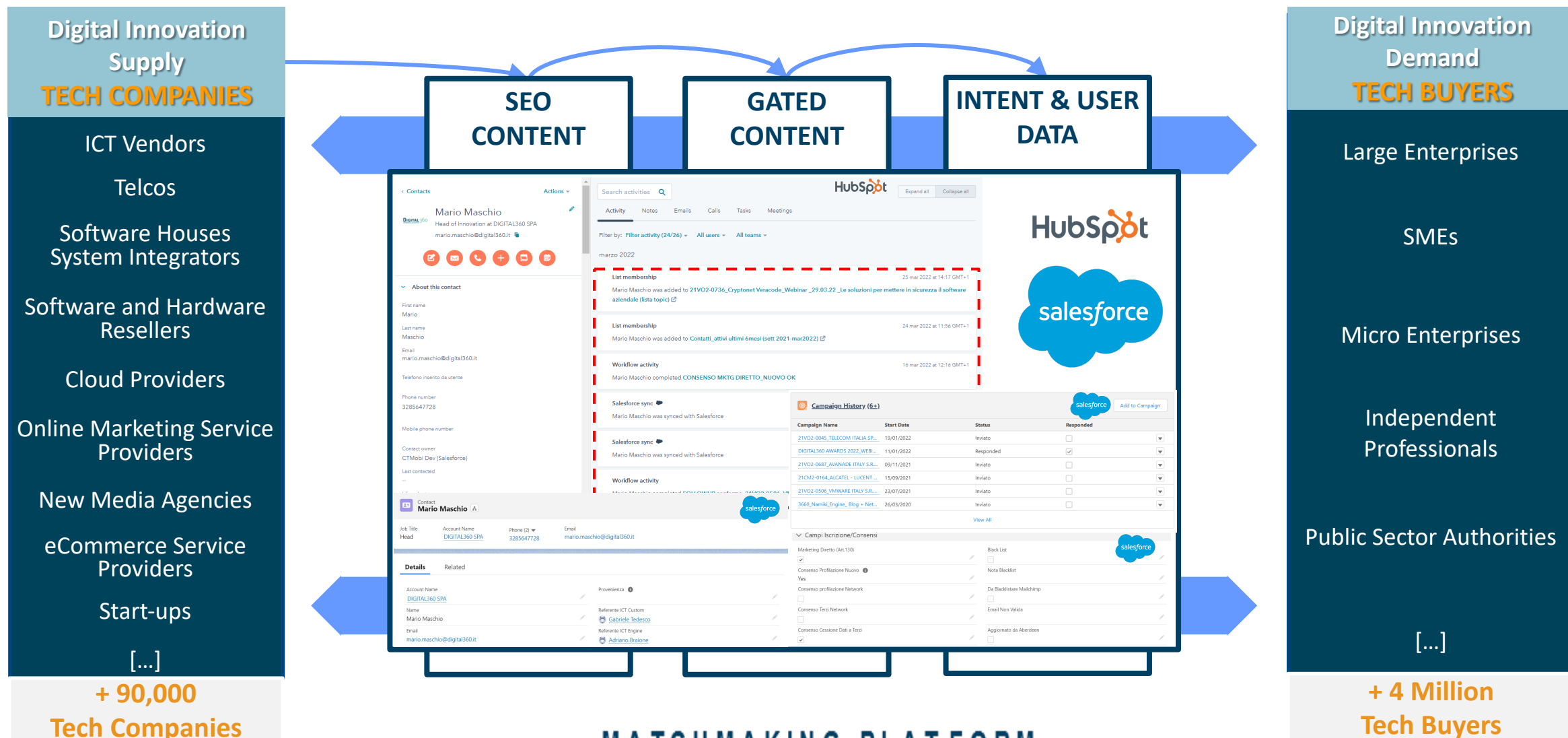
Matchmaking Platform: how it works (the user experience)



Matchmaking Platform: how it works (the user experience)



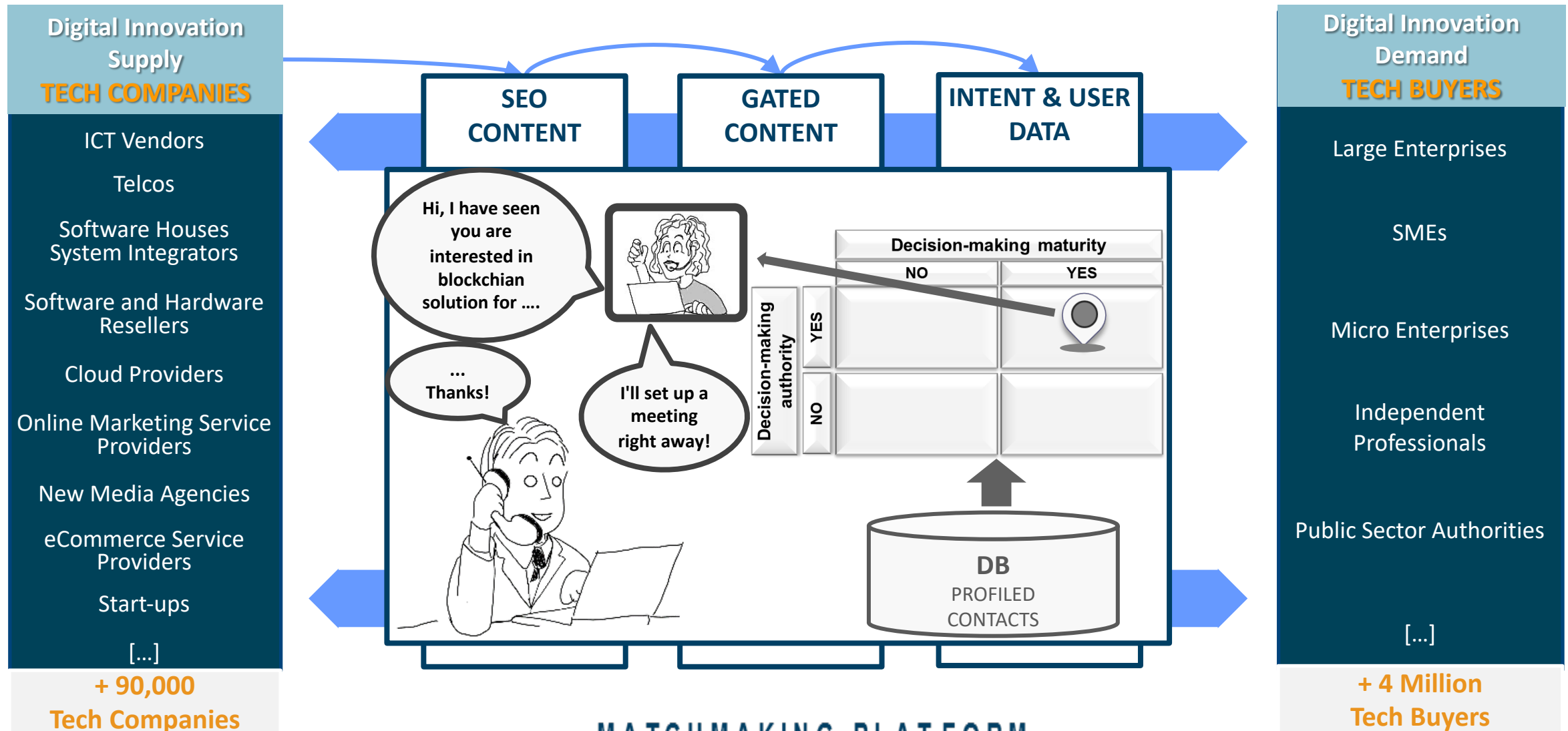
Matchmaking Platform: how it works (the user experience)



MATCHMAKING PLATFORM

DIGITAL360

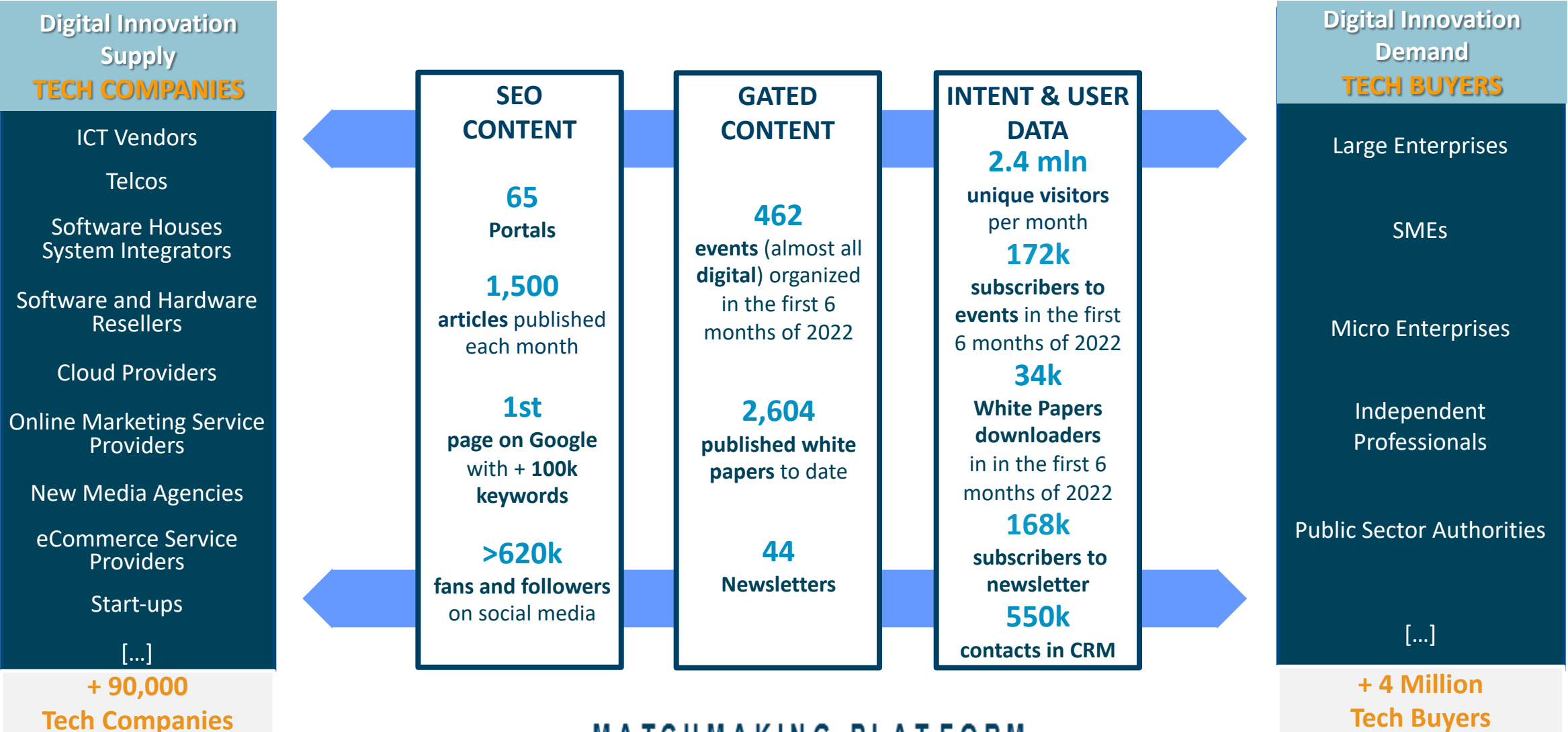
Matchmaking Platform: how it works (the user experience)



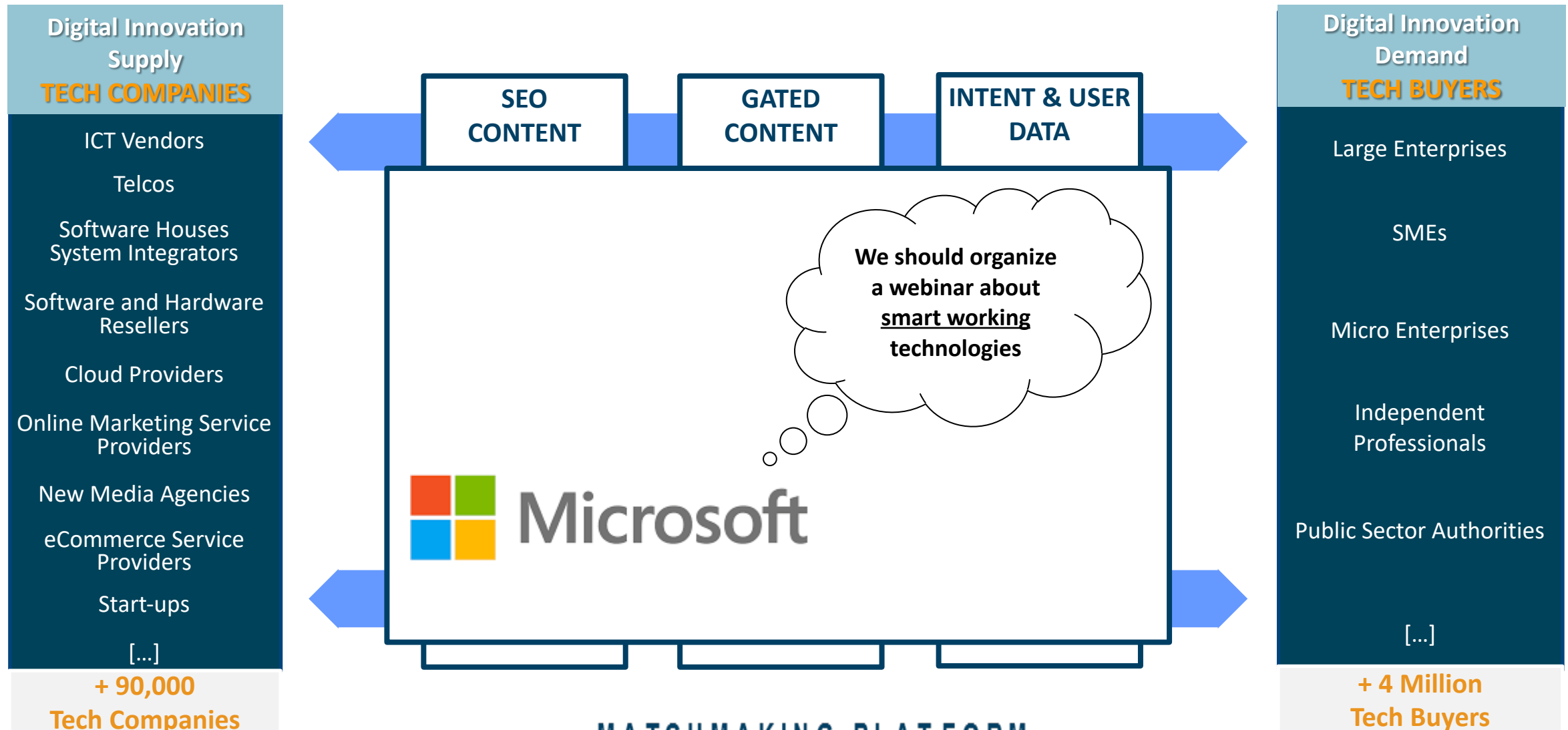
Matchmaking Platform: our Strategic Assets (Knowledge, Content, Technology, Data)



Matchmaking Platform: key numbers



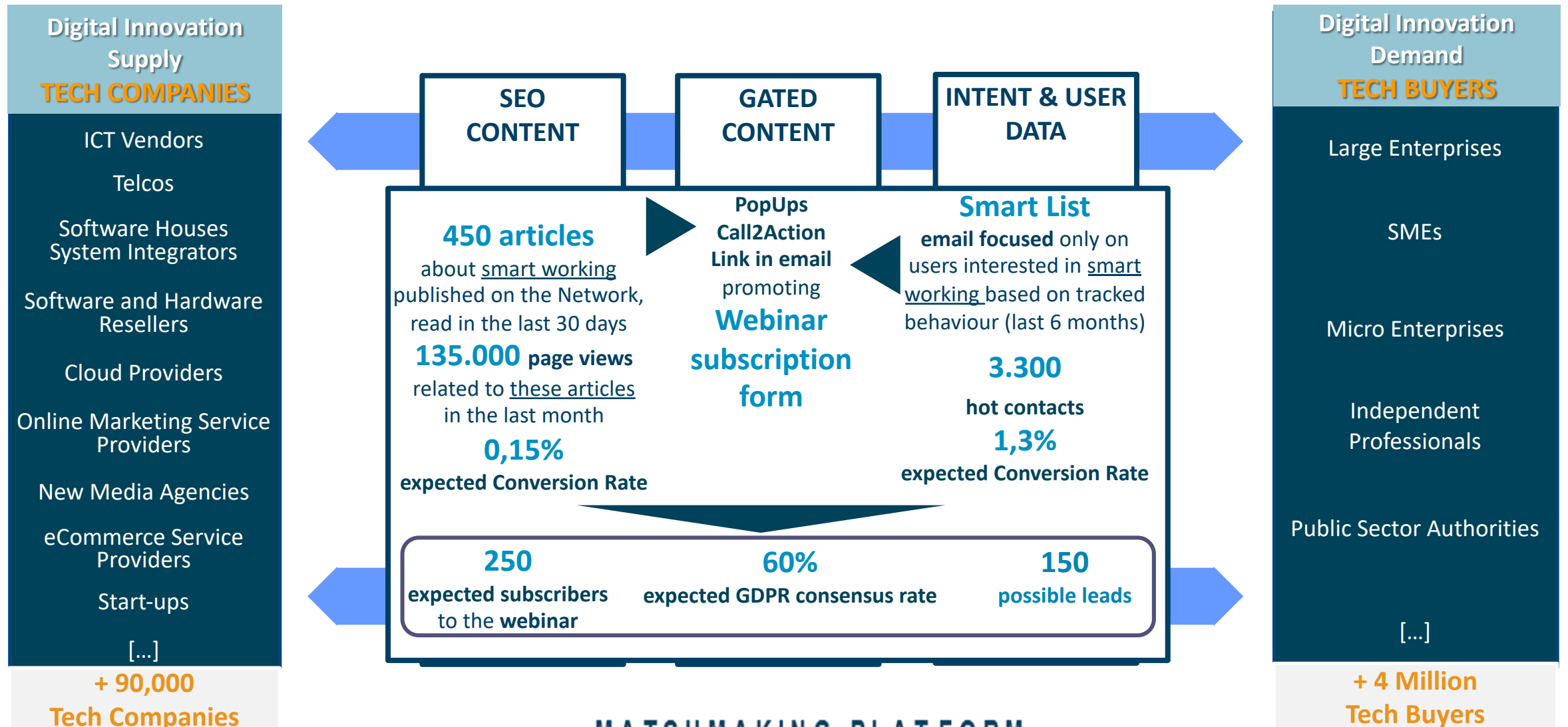
Matchmaking Platform: how it works (the tech company experience)



MATCHMAKING PLATFORM

DIGITAL 360

Matchmaking Platform: how it works (the tech company experience)



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VI. Annex



Strategic directions

SD1 Investments in our strategic assets (Knowledge, Content, Technology, Data assets)

SD2 Subscription services

SD3 M&A

SD4 Internationalization

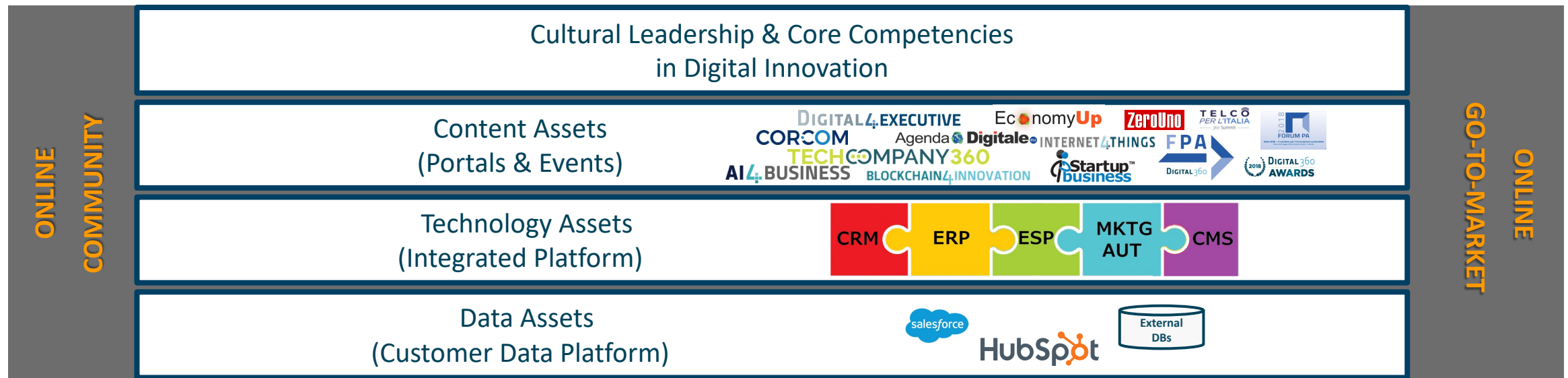
SD5 Empowerment of managerial structure

SD6 Benefit Company

SD1 - Investments in our strategic assets

Investments in:

- ✓ **core competencies** in digital innovation (knowledge, engineered know-how, etc.)
- ✓ **content assets** (portals, SEO, social networks, etc.) to develop our **community**
- ✓ **technological platforms** (AI, RPA, Analytics, CRM, Martech, Digital Events, HRTech, etc.)
- ✓ **data collection, qualification & enrichment**



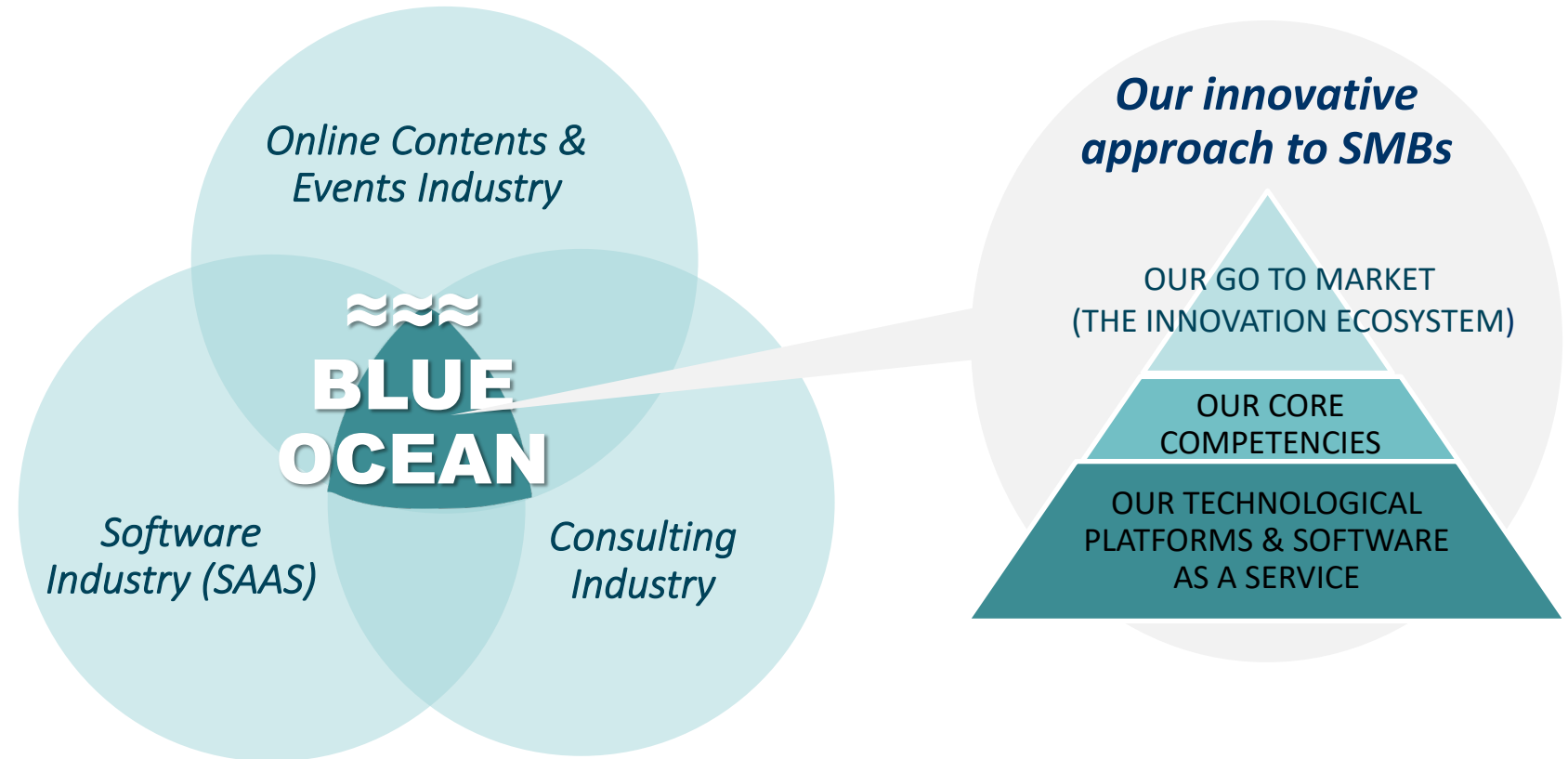
SD2 - Subscription services: our Blue Ocean Strategy



Our Goal: support SMBs in undertaking digital transformation, by outsourcing ICT-intensive processes which, otherwise, would require rare and expensive internal employees

A **new** interpretation of 3 traditional industries to support the digital transformation of SMBs (a huge potential market in Italy)

- with «subscription-based» professional services
- supported by software-as-a-service platforms
- promoted and sold through our community (innovation ecosystem)



SD2 - Subscription services: our approach



The strong links with Universities and the customized projects (i.e. communication, events, lead generation) enable the development of **original methodologies**



By leveraging the engineering and systematization of knowledge, our original methodologies evolve into **replicable & standardized services**



Replicable & standardized marketing & sales services are offered to SMBs through an **“As-A-Service” approach**, which generates **subscription-based revenues** on an ongoing basis



The marketing and sales services can be delivered through specific **software-as-a-service platforms**



The marketing & sales services are promoted through all the portals of **Digital360 Network** and specific **events/webinars**, generating a **steady stream of prospects**

SD3 – new M&A

Italy

- ✓ Goal: **strengthen technology-based services** (martech & consultech) + **increase market position** on strategic fast growing niches
- ✓ Demand Generation
 - ✓ **Digital Sales, Del Monte & Partners:** to strengthen martech competences and recurrent services
- ✓ Advisory&Coacing:
 - ✓ **Cryptonet Lab:** to strengthen technological competences and consultech recurrent services in cybersecurity & compliance market
 - ✓ **Methodos, Accompany, Digital Attitude:** to increase market position & consultech recurrent services in HR transformation & change management market
 - ✓ **Meridiana:** to strengthen digital innovation services in PA market (and exploiting PNRR funds)

Spain

- ✓ **Replicate demand generation business model** successfully implemented in Italy
- ✓ 1 company acquired **BPS – Business Publications Spain** + 2 in the pipeline (online publisher, marketing agency)

Latam

- ✓ **Replicate demand generation business model** successfully implemented in Italy
- ✓ 2 companies acquired **Xona** and **X3 Media** + 8 small companies in the pipeline (online publishers, marketing agencies)

SD4 - Internationalization

- ✓ An **in-depth analysis** of the **international scenario** carried out last year by a **dedicated DIGITAL360 task force** has, highlighted interesting business development opportunities in some of the Group's strategic areas of activity. The analysis has shown the high **attractiveness of the geopolitical area including SPAIN and LATAM** , for a number of reasons:
 - **overall area addressable with one single Spanish speaking team** (content is king in the business of Demand Generation!)
 - **many similarities with Italy:** culture, industrial tissue (role of SMBs), digital maturity, etc.
 - **significant growth** rates in all local markets based on **digital technology** as a result of the cultural impact of the pandemic and the significant financial resources coming in to relaunch the economy and its digitalization
 - **favourable competitive context:** fragmented, without dominant player on the market
- ✓ DIGITAL360, for the experience gained during these years in Italy, can play an important role **of aggregation and consolidation** in these markets, becoming the reference player in the whole region for all global ICT Vendor, in the logic of **one-stop-shop**
- ✓ Three companies already acquired **Xona, BPS – Business Publications Spain, X3 Media**
- ✓ **Important pipeline** of target companies (10)



SD5 – Empowerment of managerial structure

✓ Enzo Greco: Group General Manager

Top manager with long experience, Enzo Greco will strengthen the managerial structure in the face of the ambitious objectives of organic growth, M&A and international expansion that the Group has set itself for the near future, with responsibility for human resources, administration, purchasing, information systems and general Services.

Enzo Greco has gained an important career in large companies, holding the role of General Manager, Chief Information Officer and responsible for the digital transformation of major companies in the large-scale retail, fashion, banking and technology sectors; previously **General Manager of Central Functions of Bennet, Group CIO of Prada, CIO of Esselunga** and BCC Sistemi Informatici and Sinergia. Thanks to a professional career with a strong technological matrix, the world of innovation and digital transformation is in his DNA

✓ Simone Battiferri: Director of Latam

The arrival of Battiferri in DIGITAL360 guarantees a strong managerial and cultural oversight of the expansion in Latin American countries. The new executive boasts in his curriculum a great international experience, with a focus in particular on the Latam area, and a strong specialization in ICT, digital innovation and M&A. In fact, Battiferri has held numerous top positions 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**. In addition to the above, Battiferri was **responsible for Telecom Italia's international business development** and is also a partner of Xona

✓ Tommaso Prennushi, CEO and Massimo D'Angelo, Managing Director of DIGITAL360 Iberia

Two Italian managers who moved to Spain many years ago and have a deep knowledge of the country. Both have gained a long and consolidated experience in the world of online content and digital marketing. Their entry in DIGITAL360 takes place at a time when Spain is about to begin a new phase of the digital transformation process. Their high level of competence, experience and concreteness, in addition to the enthusiasm with which they immediately embraced this expansive project will be an important boost to develop the group in a competitive and market context that is well aligned well to our business model.

✓ Daniela Peana, HR Director

Daniela Peana, a manager with long-standing experience in HR for major Italian fashion and luxury brands such as **Prada** and **Rinascente**, joined the Group in September with the dual objective of supporting us in the integration with the newly acquired companies on the one hand, and in the search and training of new talent on the other



SD6 - Benefit Company

- ✓ To strengthen our commitment to pursue objectives of common good, related to develop a **greater digital culture** and the promotion of **digital innovation as a lever for sustainable & inclusive economic growth**

Our Goals



1

The **dissemination of digital culture** at all levels, with the aim of accelerating the process of digital innovation



3

The promotion of a more **inclusive labour market**, in particular for fragile people



2

Mentoring entities or organizations of any kind to help them fully understand the opportunity offered by **digital innovation** to develop **sustainable and inclusive growth paths**



4

The **growth of its people**, fostering their wellbeing in both the professional and personal spheres, seeking to **promote diversity** and to make the most of the aptitudes and aspirations of each individual

- ✓ In the same stream of commitment, this year we will issue our first **sustainability report** on FY2021, thus starting a journey to improve our **ESG profile**

SD6 - Benefit Company

- «**Al Lavoro 4.0**» is a social innovation project aiming at creating a **more inclusive labor market through digital technologies**. The project is organized in collaboration with **Caritas Ambrosiana** and **Fondazione San Carlo Onlus**; to help young **NEETs** (Not in Education Employment or Training) join employment thanks to the new jobs forged by this digital transformation
- «**Prison, work, freedom**» is a project on the job placement of prisoners and former prisoners. Kicked off in partnership with **Sesta Opera San Fedele Onlus**, the project aims to raise awareness among technology companies to provide tangible job opportunities for those who want to be socially re-engaged, as well as to work with and support prisoners having business aptitude and willing to create startups.;
- **Regeneration and distribution of digital devices**; thanks to the support of its network, DIGITAL360 can also meet the needs of charities and volunteering organizations looking for digital tools to support their beneficiaries. In particular, computers have been given to help prisoners carry out public benefit activities (such as the digitalization of materials from our cultural heritage) and computers to support organizations engaged in training and proactive job hunting;



SD6 - Benefit Company

- **Banco Alimentare digitalization** - Banco Alimentare promotes and implements activities about the importance of giving value to food and not wasting it. Our support takes room in the digitalization of processes and the design of an evolutionary map of different information systems, supporting the increasingly effective pursuit of high social impact aims.
- **Digital Angels – City Angels Onlus** City Angels Onlus is committed to helping the homeless and tackling urban crime; Digital360 is backing them with a team of "Digital Angels" who are helping them use digital tools for their goals (fundraising, volunteer campaigns...) through training sessions on digital communication.
- **"Diversity360 - stories of an inclusive digital world"**; is a communication and networking initiative aimed at promoting the access to digital employment of those with physical and/or mental impairments. The project aims to highlight the stories of professional growth of people with impairments who, thanks to digital, could come across a environment to better leverage their skills. Companies from the high-tech world and volunteering associations were engaged.



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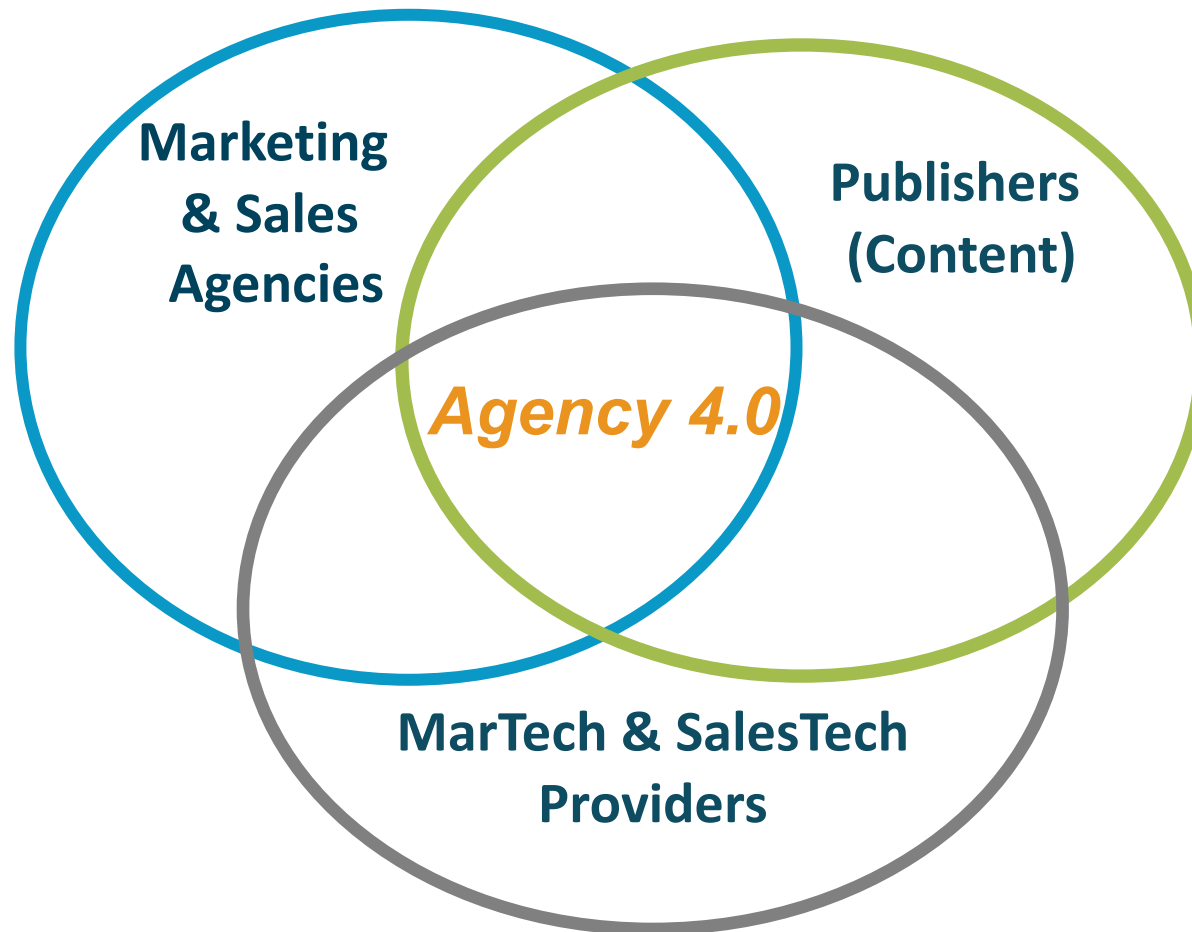
IV. Business Units

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VI. Annex



Demand Generation: an innovative integrated Business Model



Our competitive advantages

- **Unique integrated positioning on the market** (important synergies and economies of scope)
- **End2end approach** to lead generation, based on assets: **technology, content, data** (Matchmaking Platform)
- **One-stop shop**, able to cover all needs and all services - LG, webinars, events, PR, storytelling, content providing, etc (**preferred agency** of many vendors)
- **Critical mass & economies of scale**

Demand Generation: Customized Services

Services



Demand Generation: Subscription Services

Subscription Services based on MarTech & SalesTech



The strong links with Universities and the customized projects (i.e. communication, events, lead generation) enable the development of **original digital marketing & sales methodologies**



By leveraging the engineering and systematization of knowledge, our original methodologies evolve into **replicable & standardized marketing & sales services**



Replicable & standardized marketing & sales services are offered to SMBs through an **“As-A-Service” approach**, which generates **subscription-based revenues** on an ongoing basis



The marketing and sales services can be delivered through specific **software-as-a-service platforms** (i.e. Hubspot, Martech proprietary platform, etc.)

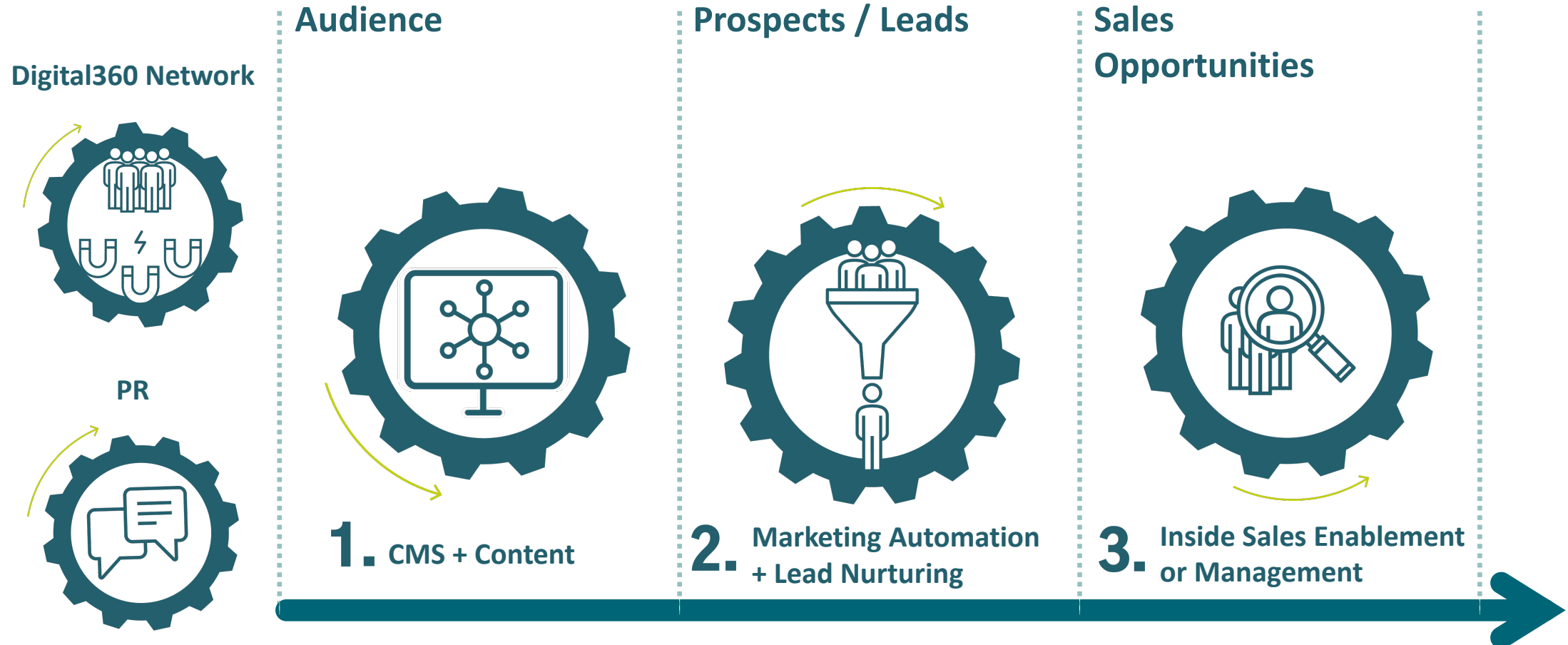


The marketing & sales services are promoted through **Digital360hub**, all the portals of **Digital360 Network** and specific **events/webinars**, generating a **steady stream of prospects**

Demand Generation: The Marketing & Sales Engine (an example of Subscription Service)

Marketing & Sales Engine is an innovative approach, aimed at both

- strengthening the **online positioning** and **brand awareness** of a Tech Company
- and **generating business opportunities** on a continuous basis



Demand Generation: a brief on the companies acquired in 2022



Delmonte is a company focused on martech/salestech in the B2b market and one of the most relevant Hubspot Italian partner. Through this acquisition, Digital360 will push the growth in the “out of ict” market



Digital Sales is a start up founded by one of the most important entrepreneur in the digitalization of marketing and sales processes. Through this acquisition, Digital360 will be able to enlarge the service portfolio supporting B2b companies from online positioning to lead generation/management and sales enablement

Advisory&Coaching: Customised Services

Services

Digital
Transformation
in PA

People &
Change

Cybersecurity &
Compliance

IT Governace &
Sourcing

Smart
Operations

Others

Regione Lombardia

Gruppo
San Donato

ESSELUNGA

SAIPEM

Adecco

Ospedale San Giovanni Calibita
FATEBENEFRATELLI
Ordine Ospedaliero San Giovanni di Dio

NOVARTIS

GRUPPO
HERA

FENDI

MM

Allianz

BVLGARI

Banca Popolare
di Sondrio

a2a

Zambon

ALFASIGMA

Comune di
Milano

Iccrea Banca

BOLTON
GROUP

esaote

LACTALIS
ITALIA

nexi

UnipolSai
ASSICURAZIONI

AUTONOME PROVINZ
BOZEN - SÜDTIROL
Abteilung Italienische Kultur

PROVINCIA AUTONOMA
DI BOLZANO - ALTO ADIGE
Ripartizione Cultura italiana

LEROYMERLIN

INPS

eolo

MONCLER

MOL Gruppo
MutuiOnline

BRICOMAN

Group
YOUR JOB, OUR WORK

ENGIE

FNM

GRUPPO BPMVITA

BANCA SELLA

mercury payment services

unicoop
firenze

HUMANITAS
RESEARCH HOSPITAL

FATER

Salvatore Ferragamo

DUCATI

allitude

INAIL
ISTITUTO NAZIONALE PER L'ASSICURAZIONE
CONTRO GLI INFORTUNI SUL LAVORO

GRUPPO
MEDIASET

[...]

A small focus on the companies acquired this year



Offers solutions that meet various needs in the field of information security: situation assessment and action planning, support in implementing defensive and preventive strategies, coaching and certification for compliance with norms and standards, offensive security services, and provision of defensive security solutions.

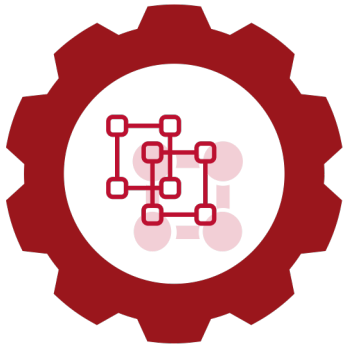


Meridiana Italia provides specialised support and strategic consultancy to Public Administrations engaged in the management of Cohesion Policies. Its main areas of operation are technical assistance for the programming, design, management and monitoring of programmes and projects under the European Structural Funds.



Methodos helps organisations gain a competitive advantage in business by valuing people, engaging stakeholders and promoting the ability to change and transform. Digital Attitude and Accompany both born from Methodos expertise, are specialised consultancy companies focused on digital adoption and digital transformation respectively. Digital Attitude has developed a unique and certified experience in the area of “behavioural design” bridging technological skills and people analytics with a deep know-how in psychology, neuropsychology and social sciences.

Subscription Services based on **ConsulTech**



The strong links with Universities and the customized projects (i.e. communication, events, lead generation) enable the development of **original methodologies**



By leveraging the engineering and systematization of knowledge, our original methodologies evolve into **replicable & standardized advisory services**



Replicable & standardized advisory services are offered to SMBs through an “**As-A-Service**” approach, which generates **subscription-based revenues** on an ongoing basis



The Advisory services can be based on specific **software-as-a-service platforms**, aimed at making the advisory services themselves more effective and efficient

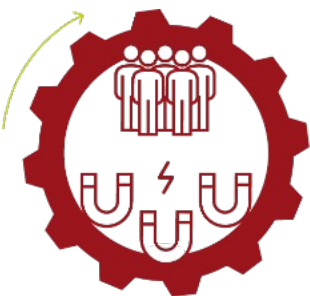


The Advisory team and its key people can enjoy a high level of visibility on the **portals and events** offered by the Group, positioning itself as an opinion leader and **generating a steady stream of prospects**

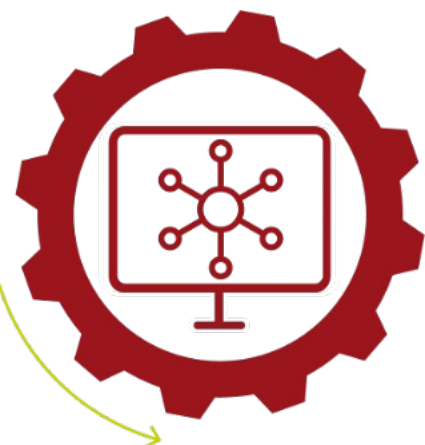
Advisory&Coaching: Data Protection As-A-Service (an example of Subscription Service)

We act as **Data Protection Officer (DPO)** on behalf of Companies and Public Administrations, performing support and control, advisory, training and information functions in relation to the application of the GDPR, but also cooperation with Control Authorities and Data Subjects

Information and
Training



GRC₃₆₀



1. Advising on
Obligations



2. Scheduling and delivery
of risk-based audits



3. Assistance in Managing
the Relationship



4. Specialist support



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VI. Annex



Financial 1H 2022 -- Income statement

P&L Euro/mlns	30.06.21	30.06.22	Growth %	30.06.22	Growth %
	<i>financial statement</i>		<i>22 vs 21</i>	<i>pro forma **</i>	<i>22PF vs 21</i>
TOTAL REVENUES	16,2	24,5	53%	35,3	109%
EBITDA	3,7	5,0	34%	7,1	89%
% Ebitda / Revenues	23,1%	20,5%		20,9%	
EBIT	2,3	3,1	36%	4,9	114%
% Ebit / Revenues	14,1%	12,6%		14,5%	
*EBIT Adjusted	2,8	3,8	35%	5,6	99%
% Ebit Adjusted / Revenues	17,5%	15,6%		16,6%	
Net Profit	1,4	1,8	34%	3,1	125%
% Net profit / Revenues	8,4%	7,5%		9,1%	
*Net profit Adjusted	1,9	2,6	34%	3,8	99%
% Net profit Adjusted / Revenues	11,8%	10,5%		11,3%	

Data consider all the acquisitions in the first semester and those concluded at the beginning of July as part of the semester

- Growth in the BUs:
- +66% Demand Generation
 - + 32% Advisory

Financials 1H 2022 -- Balance Sheet

		31.12.20	30.06.22	Change	Change %	Δ perim.
Balance Sheet		<i>financial statement</i>				
Euro/mlns						
Fixed Assets						
Materials		0,6	0,7	0,1	11%	0,1
Immaterials		14,3	16,0	1,7	12%	0,9
Financials		1,3	1,4	0,0	1%	0,0
Total Fixed Assets	A	16,3	18,0	1,8	11%	0.9
Operating Working Capital (OWC)						
Receivables		13,8	17,1	3,2	23%	1,4
Commercial Debts		-6,7	-8,0	-1,3	20%	-0,4
Other short terms ass/liabilities		-7,6	-7,8	-0,1	2%	-1,4
Total Operating Working Capital	B	-0,5	1,3	1,8	-364%	-0,4
Net Capital Invested (CNI)	A+B	15,8	19,3	3,5	22%	0,5
Equity and Banks						
Equity		16,4	19,1	2,7	16%	1,7
Net Financial Position		-3,1	-2,4	0,7	-22%	-1,2
Other funds		2,5	2,6	0,2	6%	0,1
Total Equity, Banks and Funds		15,8	19,3	3,5	22%	0,5

Growth due to the effects of:

- Investments in innovation (1,9M)
- Increase in Goodwill due to M&A (0,9M)
- Change in perimeter (0,9M)
- Amortization (1,9M)

Almost half of Goodwill

- Receivables increase less than revenue growth
- Other Assets and Liabilities change:
 - 1,4 increase in net liabilities for consolidation
 - 1,8 Vendor loan payment
 - 0,5 increase in tributaries and social security debts

Financials 1H 2021 - Cash Flow

Cash Flow Euro/mlns	30.06.21	30.06.22 <i>Orig. Perim.</i>	Change	Change %	
Ebitda	3,7	5,0	1,5	29%	Good generation of operating cash flows
Severance pay and other funds	0,2	0,3	--	--	
Investments in innovation	-1,0	-1,9	-0,6	-35%	Strong cash outflows due to taxes for the good result in 2021 Fiscal year
CF from business less investments (A)	2,9	3,4	1,0	28%	
Tax	-0,7	-0,7	-1,2	-200%	Investments in M&A include new acquisitions in the first half and payments of vendor loans
Interests on loans	-0,1	-0,2	--	--	
CF from Taxes and Interests (B)	-0,8	-0,9	-1,2	-133%	
ΔOWC (C)	(0,3)	-0,4	-1,5	n.s.	
Operating Cash Flow (A+B+C)	1,8	2,1	-1,7	-37%	
M&A and extraord.	-1,0	-3,9	-3,1	n.s.	
Free Cash Flow	0,8	-1,8	-4,8	n.s.	

I. Company overview

II. Network DIGITAL360 & Matchmaking Platform

III. Strategic directions

IV. Business Units

V. Financials

VI. Annex



Cap table

SHAREHOLDER	SHARES	PERCENTAGE %
Andrea Rangone	4.003.903	19,6%
Mariano Corso	2.058.520	10,1%
Alessandro Giuseppe Perego	1.966.395	9,7%
Gabriele Faggioli	1.037.344	5,1%
Raffaello Balocco	812.139	4,0%
Other shareholders <4.0%	4.778.109	23,4%
Market	5.720.490	28,1%
Total	20.376.900	100%



Some Benchmark: Tech Target



	2021	2020
Dollar/mlns		
Revenues	263	148
Ebitda adj	105	51
	40%	34%
PFN (- means credit)	-361	-82
Market cap	1.900	
EV	2.261	
EV/ Ebitda	22	

150 websites, 29,1M Registered members and users

Recently acquired:

- BrightTalk (Leading marketing platform for webinars and virtual events in the Enterprise IT Market)
- ESG Enterprise Strategy Group (Leading analyst-driven content production in the Enterprise IT Market)
- xTelligent HealthCare Media (Leading Health Care Technology vertical sites)

- Demand Generation & ABM
- Brand consideration
- Sales enablement
- Market intelligence

Some Benchmark : IDG Group



IDG Inc owns Foundry (former IDG Communications) and IDC

Acquired by Blackstone in november 2021: total transaction
1,3 bill

20 brand editorial magazines and web sites
48M audience members,

Recent acquisitions:

- Selling Simplified (Marketing-as-a-Service platform that provides lead generation products, data services and analytics)
- LeadSift (Canadian-based B2B sales and marketing intelligence platform)
- Kickfire (Silicon Valley-based marketing data and intelligence company)

- Market intelligence (IDC)
- MarTech
- Advertising, content marketing, events
- Sales development

Some Benchmark : MotorK



	2021	2020
Euro/mlns		
Revenues	28	19
Ebitda	0,8	-1,1
	3%	-6%
PFN (- means credit)	-34	22
Market cap	88	
EV	122	
X Ebitda	152	

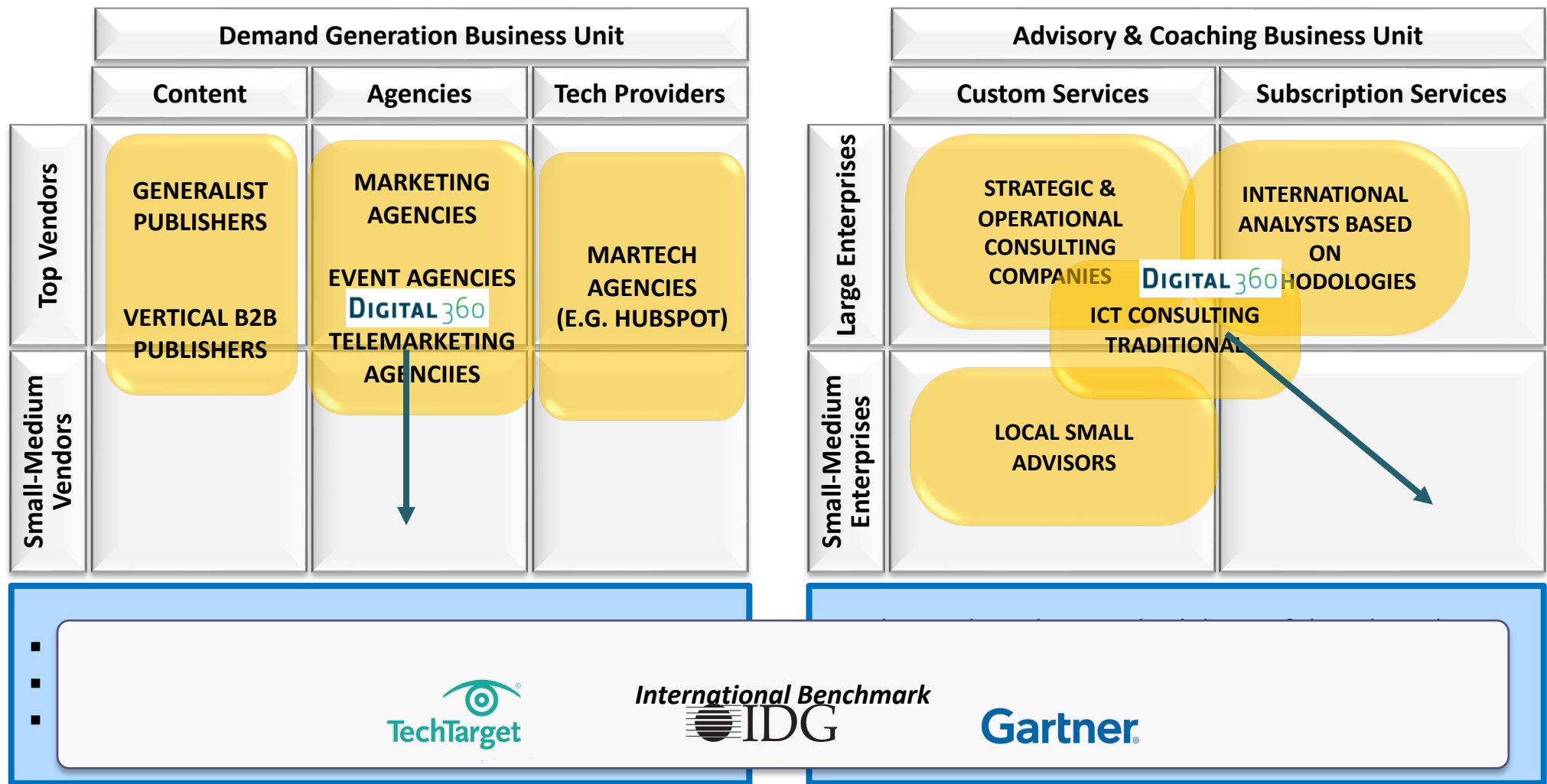
15,1 Annual Recurring Revenues in 2021

Listed in Nov 21, raising 75 mil euro

MotorK provides advanced technology and software solutions specifically designed to support the businesses of car manufacturers, dealers and after-sales operators

Lead generation and management for dealership network and digital dealership

Competition and market positioning



«Demand Generation» Business Unit: scalable organisation

	Portal							
	DIGITAL4 EXECUTIVE	CORCOM	Ec onomyUp	Agenda Digitale	INNOVATION Politiche e tecnologie per l'industria	TECHCOMPANY360	ZeroUno	[...]
Sales Boost								
SEO boost								
Technology advisory & platforms								
New Services								

The growth strategy

- ☐ Internal (recruitment of new directors)
- ☐ External (acquisition of new portals/headings)

«Advisory&Coaching» Business Unit: scalable organisation

	Practice							
	Cyber Security	Data Protection	IT Governance	Industry 4.0	Smart Working	Space Economy	Sustainability ESG	[...]
Sales boost								
SEO boost								
Technology advisory & platforms								
New Services								

The growth strategy

- ☐ Internal (recruitment of new practice leaders)
- ☐ External (acquisition of small specialised companies)



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