

Press Release

DIGITAL360 finalises the acquisition of shares in the Argentinian company EMPRENDIMIENTOS AEREOS S.R.L. ('XONA')

Milan, 07 December 2022 - DIGITAL360 S.p.A. Società Benefit ("DIGITAL360" or the "Company"), an innovative SME listed on the Euronext Growth Milan market, announces that it has acquired a 51% stake in the Argentinian company EMPRENDIMIENTOS AEREOS S.R.L. ("XONA"). This was announced to the market on 25 January 2022; the press release may be referred to for all transaction details.

XONA is a marketing agency based in Buenos Aires and offers PR, communication and events services (in presence and digital) with a specific focus on the tech market. The company is very well positioned in the Argentine territory, and works with important players in the world of Information & Communication Technology.

XONA was the first foreign acquisition formalised in 2022 (resulting from a preliminary purchase agreement), and initiated an expansion strategy in areas rich in interest for DIGITAL360: South America and Spain, markets characterised by their enormous size and equally significant development potential.

Thus, the agreement with Xona was followed by deals concluded in Spain (BPS), Colombia (X3Media and Impacto), and Mexico (Netmedia). Other LATAM companies are expected between December and the beginning of the new year.

The acquisition, and more generally, the development strategy abroad, will replicate in these markets the dissemination of digital culture and innovation in private companies and public administration, which are still characterised by a strong backwardness and by the presence of an entrepreneurial fabric that, as in our country, is fragmented and strongly focused on the presence of SMEs. In these countries, therefore, the context for growth is very favourable, due to the expected arrival of significant public funds to support the economy and digitisation.

The consideration paid for the acquisition amounted to EUR 0.4 million in addition to the NFP, which, due to XONA's excellent results during the year, is creditworthy to the tune of about EUR 0.5 million, and therefore entails an outlay of about EUR 0.25 million for the relevant 51%, part of which (about EUR 0.1 million) will be paid in the coming months.

This press release is available on the Company's website at www.digital360.it.



DIGITAL360

DIGITAL360, a company benefit listed on the Euronext Growth Milan Market of the Italian Stock Exchange, aims to accompany companies and public administrations in the understanding and implementation of digital transformation and to encourage them to meet 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, 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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