

Press release

DIGITAL360: THE INTERSHIPS START FOR THE NEW EDITION OF 'AL LAVORO 4.0', THE PROJECT FOR INCLUSION OF THE NEET THANKS TO DIGITAL

A concrete job inclusion opportunity for 'Neet' in the world of digital professions born from the collaboration between DIGITAL360, Caritas Ambrosiana, Fondazione S. Carlo and with the participation of Fondazione Falck

Having completed the training courses on Digital Marketing and Industry 4.0, the apprenticeships now begin for the 20 young people to whom many companies in the manufacturing and digital sectors offer a placement opportunity.

Milan, 2 March 2023 - The final phase of "Al lavoro 4.0" (At work 4.0), the project of social inclusion thanks to digital technology that **DIGITAL360 S.p.A.** - Società Benefit, an innovative SME listed on the Euronext Growth Milan market -, is organising in collaboration with **Caritas Ambrosiana** and **Fondazione S. Carlo**, has begun. Now in its second edition, "Al lavoro 4.0" offers "Neet" (young people who do not work and do not study) the opportunity to access free training courses on new digital professions. In the next few days, 20 young people between the ages of 18 and 30 will begin a four-month traineeship in companies in the Milan area to be placed as logistics workers or line operators for those who have followed the 'Industry 4.0' address, or as support for internal sales activities, content production, social media management and event organisation for those who have followed the 'Marketing 4.0' address.

The "Al lavoro 4.0" project intends to contribute to reducing the inequalities generated by the conditions of socio-economic disadvantage that do not allow some young people to acquire the necessary skills to enter the world of work or that force them to abandon their studies. The initiative is part of a path by which DIGITAL360 has committed itself to pursuing common good objectives through the dissemination of digital culture and the promotion of innovation. This second edition confirms the collaboration with Caritas Ambrosiana and Fondazione S. Carlo, which through its capillary network of listening centres has identified 20 young people with a passion for digital and strongly motivated to enter the world of work, for the selection of participants in the two possible training courses, which are totally free of charge. Once again this year, many companies in the industrial and tech sectors have joined the initiative by contributing with classroom training or by offering internships, among them: Pony, Kunzi, Argo di T.M. Fumagalli, Altea Federation, AOSOM, Focus Management, Melchioni Ready, Personalive, Centro Medico Sant'Agostino, RETEX, WIIT, Smiling, Fondazione Ronald Mc Donald, IBM, SMC A DGS COMPANY, Made Competence Center, Rold, Torneria Automatica Colombo and Jungheinrich Italiana. Fondazione Falck, which has been active for over 20 years in providing support for initiatives to combat environmental emergencies and social instability, has joined in by supporting the internships.

"Al lavoro 4.0 continues with our commitment to promoting digital innovation as a lever for sustainable and inclusive development, capable of reducing inequalities of all kinds and creating opportunities in the world of work for everyone," says **Andrea Rangone**, President of DIGITAL360. Thanks to the collaboration of the social organisations involved in the area on a daily basis and numerous partner companies that have decided to make a concrete contribution, we want to offer young people with a digital culture and a desire to get involved the opportunity to build a future in the world of digital professions. The two training courses in marketing and Industry 4.0 have enabled the young people to acquire skills in innovative areas of great prospect, and now concrete opportunities to enter the digital world are opening up for them.

"Even in Milan, and in the diocesan territory, one of the most serious dramas is the condition of people, including many young people, who are looking for a job, but are not in tune with the evolution of the labour market, because they do not have adequate qualifications," says **Luciano Gualzetti**, director of Caritas



Ambrosiana. The Caritas system, through instruments such as Fondazione S. Carlo and the Diamo Lavoro Fund, has been working for years to help many people find an active role in society, preventing them from slipping into poverty, and to achieve the personal dignity that only work can guarantee. Collaboration with other third sector actors, research centres and for-profit companies, hinged on principles of innovation and sustainability, is part of this mission: not only does it help to contain the human costs of crisis phases, but it also contributes to strengthening a climate of social and community cohesion, hence of stability and security, which also benefits production and the economy'.

The second edition of 'Al Lavoro 4.0' began last October with the start of the training course, which provided the 20 young people with three months of theoretical lessons, practical exercises and workshops. A first part of common training on transversal topics, such as basic IT, mathematics, English, soft skills, and business fundamentals, then two different classrooms for the specific paths, identified on the basis of aptitudes and interests. The 'Industry 4.0' path trained operators able to use the new digital tools for manufacturing companies, acquiring skills in mechanical and industrial technologies, measurement and quality, internal logistics, industrial design, product design and development, traceability and safety procedures. The 'Marketing 4.0' course covered the topics of digital marketing and digital sales, through theoretical-practical lessons to develop skills that are quickly spendable on the market, such as social media marketing, search engine optimisation, digital advertising campaign management, eMail marketing, content marketing, inside sales, CRM and marketing automation. Course lecturers include not only professionals and lecturers from the Digital360 team, but also university professors and business managers.

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

DIGITAL360

DIGITAL360, an innovative SME listed on the Euronext Growth Milan market (formerly AIM Italy), aims to accompany companies and public administrations in understanding and implementing digital transformation and to facilitate 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, 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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