



Dear Shareholders,

at the General Meeting called to approve the results as at and for the year ended 31 December 2015, we are delighted to share **with you** the Company's achievements in the past year and to set the key goals for the coming future.

In 2015, the **international Domain & Hosting market** in which the Dada Group operates was marked by fiercer competition, which led to higher costs for the acquisition of new customers and intense pressure on the prices of main services. The main players in our segment have strengthened their foothold, while incurring higher marketing investments. The market is moving towards a situation where the smaller players combine, and where increasingly customized solutions for online presence are developed. In this challenging and ever-changing context, **the Dada Group accomplished its goals in 2015**, posting a **+4.5% increase YoY in revenue** and a **sharp rise in operating profit (+14% YoY)**.

..the Market

Furthermore, in 2015, Dada successfully completed the Group's **refocusing** process on the **core business of digital services for online presence and visibility** tailored to **SMEs**, redefining the corporate scope with the disposal of the Advertising BU in March 2015, the transfer of the ProAdv/Simply BU to 4w Marketplace S.r.l. in June 2015, and the acquisition of Etinet S.r.l. in July 2015 a company that provides web and mobile services for the digital communication of SMEs.

..Refocusing process on Core Business completed..

Over the past few years, we have focused our resources on the **D&H business**, developing a cutting-edge, integrated technology infrastructure, which includes the new **Datacenter** in the UK, built in 2013 and completed in 2015; we have enhanced our **customer support** service, which counts over 120 people today, and we have finalized the integration of the **operating platforms** in Europe and the UK. On the product front, anticipating our relevant market needs, we have enhanced our services in **we do it for you** mode, integrating and continuously improving the suite of online visibility products, to provide our growing number of customers with higher levels of satisfaction.

Today, the Dada Group is one of the top European players in online presence services for SMEs. It operates in **7 countries** through highly established **brands** such as *Register.it*, *Nominalia*, *Amen*, *Poundhost* and *Namesco.uk*. Dada is one of the leading players in its relevant markets, including in Italy and the UK (one of the most advanced markets in Europe), where we rank **second** and **fourth** respectively, with **market shares increasing** in all countries, thanks to the sales policies pursued in 2015.

In 2015, the Company recorded a substantial **improvement in key business metrics** at the international level. Our overall **customer base** topped the **560,000** mark, increasing by **+6%** versus 2014, with a monthly **churn** below **1.2%**. New customers were up by **+32%** versus 2014, thanks mostly to the sales strategies and marketing investments made in the second half of the year. The expansion of the **customer base** is a core **asset**, as it represents a key driver of upselling strategies, and in both organic revenue and profitability growth. Looking at the product portfolio, on the domains front, we enjoyed strong growth in **new registrations (+22% YoY)**, reaching a total stock of domains under management of **1.8 million**. At 31 December

..Results in 2015 ..



2015, we manage **1.6 million email accounts** and over **650 thousand active hosting plans**. In 2015, we also increased our market share in the segment of **virtual and dedicated servers**, and solutions for the creation, management and visibility of **web and e-commerce sites** for **European SMEs**, as well as in online **brand protection** services.

At 31 December 2015, **revenue** amounted to **€62.2 million**, up by +4.5% versus 2014; **EBITDA**, a key metric to gauge improvement in operating profit, came to €10.5 million, up by +14% YoY, and reported a **margin** on revenue of **16.8%**, improving versus 15.4% in 2014, despite higher marketing investments (+37% YoY) made in view of the future development of the customer base. Consolidated **EBIT** came to **€3.2 million** (+111% YoY). Net profit for the year, which includes €1.8 million in net profit from discontinued operations and non-recurring financial income from the transfer of Simply to 4W, amounted to **€1.3 million**, improving sharply versus the loss of -€2.2 million reported at 31 December 2014. Investments totaled €7.3 million and include €0.8 million for the acquisition of Etinet S.r.l., and €0.9 million for the completion of the Datacenter in Reading (UK), while the cash consideration from the disposal of the Performace Advertising BU amounted to €6 million. The **NFP** at 31 December 2015 came to **€27.9 million**, improving versus €33.6 million at 31 December 2014, with total cash absorbed amounting to €5.7 million.

In short, 2015 was a good year in the history of the Dada Group. Thanks to the efforts of all our highly skilled staff, we have accomplished our goals and laid the foundations for further future development of our Group, to the benefit of all stakeholders.

Looking at Investor Relations activities in 2016, we aim to strengthen our engagement with the financial community, keeping a high level of transparency vis-à-vis the financial market.

...Outlook for 2016..

We seek "Mid-single-digit" organic growth of business volumes in 2016, expanding business in all the Group's geographies, while the benefits arising from the significant investments made in the second part of 2015 and implemented in the opening months of 2016, will be likely felt starting from the second half of 2016, bringing a more than proportional increase in operating profit compared with revenue growth, especially from the third quarter.

Claudio Corbetta
Chief Executive Officer



Lorenzo Lepri
General Manager & CFO



DADA STOCK MARKET PERFORMANCE

Price and Volume Trend of Dada Shares – (01 January 2015 - 31 December 2015)



Dada shares traded at Euro 2.12 at 31 December 2015 versus Euro 2.598 at 31 December 2014. At 4 March 2016, Dada shares traded at Euro 2.56.

COVERAGE: Dada Stock is covered by Banca IMI, which also acts as Specialist.

DADA at 31 December 2015

MARKET	STAR SEGMENT – MTA
MAX PRICE	€ 3.12 (18 Marzo 2015)
MIN PRICE	€ 1.92 (09 Aprile 2015)
LAST PRICE	€ 2.12
NOSH	n.16,7 milioni
MARKET CAP.	€ 43,2 milioni
AVERAGE DAILY VOLUME (nosh)	25,869

SHAREHOLDERS Figures as of 23 FEB 2016

