

COMUNICATO STAMPA

ITALIAONLINE ANNOUNCES THE ACQUISITION OF MOQU ADVERTISING

Milan, March 16th 2015

Italiaonline, the first Italian Internet Company, has announced that it has signed an agreement with DADA SpA for the acquisition of 100 % of its subsidiary Moqu Adv Srl ("Moqu") .

The Moqu group, based in Florence and Dublin, is a digital media company focused on the business of the Performance Advertising. With one of the best team of experts in Italy, Moqu has developed a number of proprietary technologies that allow the optimization of the performance advertising campaigns, in particular those based on the search engines (SEM). In addition, through its Irish subsidiary Moqu ADV Ireland, it has access to leader resources and partnerships on the internet market at a European level.

Moqu also owns some of the most historic Italian web brands such as "supereva.com", "splinder.com" and "sconti.it".

In 2014 The Moqu group generated revenues of approximately € 8.5 million, an EBITDA of approximately € 0.6 million and currently employs about 20 people.

Italiaonline, with 14.9 million users per month, an active reach of 55% and 9 million mobile users, holds the leading position in the Italian market of online advertising, and with this acquisition aims to significantly increase the share of revenues generated by the so-called "programmatic advertising".

The acquisition of Moqu, whose closing is expected by the end of March and which is expected to provide about € 5 million cash gain with a potential earn-out of € 1 million, is part of Italiaonline's growth plan. In particular, this operation aims to increase Italiaonline's offer, integrating Moqu's technologies and expertise in the field of highly strategic online advertising that is showing the highest growth rates.

Antonio Converti, Italiaonline's CEO, commented: "With the acquisition of Moqu we aim to consolidate our leadership in digital advertising, pursuing the announced strategy of growth through acquisitions, which we will carry on in parallel with a constant process of organic growth. With this acquisition, we aim to significantly increase the share of revenues in the "programmatic advertising" segment. It is a market that is growing at double digits and allows for better margins. We want to reach 40% of our revenues from digital advertising in this area".

ITALIAONLINE

Headquartered in Milan, Italiaonline the leading Italian internet platform and the number one email service in Italy with 15,3 million pc unique users per month and 2.5 billion page views per month , 11.2 milion active email accounts and 55% active reach. Since February 2013 the Company brings together all the brands and assets of Matrix Spa and Libero Srl. In addition to the portals Libero.it and Virgilio.it, Italiaonline currently includes the web magazines DiLei, Totaltech, QuiFinanza, SportStadio, MotorLife, SiViaggia and Cibodistrada, the videoplatform ViTV and the utility 1254.

Italiaonline is indirectly owned by Orascom TMT Investments Sarl through its wholly owned subsidiary Libero Acquisition Sarl,

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