

PRESS RELEASE

ITALIAONLINE LAUNCHES THE BUY-BACK OF OWN SHARES

Milan, 28 November 2018 - Italiaonline S.p.A. announces the launch of the buy-back of own shares, in execution of the authorization approved by the Shareholders' Meeting of 27 April 2018 and already communicated to the market.

At this scope, on the date hereof, Italiaonline S.p.A. appointed an intermediary of primary standing to proceed with the buy-back for a duration until expiration of the 18-months period from the date of the aforesaid Shareholders' Meeting and, therefore, until 27 October 2019.

The appointed intermediary will proceed with the buy-back of IOL shares in fully independence, within the respect of the relevant provisions of law and of the above mentioned Shareholders' authorization.

The buy-backs will be carried out on the market pursuant to article 144-*bis*, paragraph 1 of CONSOB regulation no. 11971/1999. In particular, the buy-backs executed will be carried out in accordance with the methods established by Borsa Italiana S.p.A., which does not permit the direct combination of offers to buy with predetermined offers to sell and, in any case, in compliance with the market practices allowed by CONSOB according to resolution no. 16839 adopted on 19 March 2009 and pursuant to laws and regulations applicable to this type of transaction.

To date, the Company does not hold, directly or indirectly, own shares.



This press release is also available on the Company's website www.italiaonline.it in the section Italiaonline.it/en/investor/price-sensitive-press-releases/

ITALIAONLINE

Italiaonline - a company listed on the electronic equity market (MTA) of Borsa Italiana - is the leading Italian Internet company with 5.3 million unique users* that navigate its web property every day, of which 3.3 million from mobile devices, and with a 64% market reach. Italiaonline offers web marketing and digital advertising services, including management of advertising campaigns and the generation of leads through the social networks and search engines. The company's strategic objective is to consolidate its Italian leadership role in the market of digital advertising for large accounts and in local marketing services - with the mission of digitalising the country's SMEs. Italiaonline offers the SMEs - the country's real backbone - a portfolio complete with products integrated with the entire value chain of digital services, including online presence, digital advertising, web design, web marketing and cloud solutions. Part of Italiaonline today are the portals Libero, Virgilio and superEva, the services for companies and citizens Pagine Gialle, Pagine Bianche and Tuttocittà, the online advertising agency iOL Advertising and 48 media agencies scattered throughout the peninsula that with their more than 680 agents form the largest Italian network of services and products consultants for large and small enterprises, serving over 200,000 SMEs and 700 large Customers.

ISIN code: IT0005187940 - MTA:IOL

* Source: Audiweb 2.0, powered by Nielsen, TDA DAUs July 2018. **Source: Audiweb 2.0, powered by Nielsen 3M Avg (Aug-June 2018).

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