



PRESS RELEASE

THE COMPANIES TO DIGITAL LESSONS FROM ITALIAONLINE

The workshops dedicated to SME customers of Italiaonline and professionals interested in deepening the services to grow their business through digital

In addition to a training session, organized in collaboration with Google, entrepreneurs will have at their disposal Italiaonline sales consultants for "one to one" meetings and will discover the secrets of the largest Italian internet company and its brands.

It starts on 25 June, with a repeat on 27 June: it continues in July and in the autumn.

Milan, 25th June 2019

Italiaonline, the largest Italian internet company leader in digital solutions for businesses, launches a series of workshops to learn more about the best and most recent digital communication strategies: the meetings, which will also be attended by experts from Google, are dedicated to SME customers of Italiaonline and professionals interested in deepening the services that the group offers to increase their business through digital.

The workshops take place mainly at Italiaonline's headquarters in Assago (Milan) and will also follow events along the peninsula, to touch various areas of Italy. The first workshop will start on 25 June, with a replica on 27 June. Following the meetings of 24 and 25 July, the latter at the offices of Google. After the summer break, it resumes in autumn with a calendar being defined until December.

The meetings are interactive and participants, in addition to a training session conducted by Italiaonline and Google, will have at their disposal Italiaonline sales consultants for a "one to one" meeting aimed at identifying the best digital strategy for their business, with individual advice and proposals for customized solutions.

Last but not least, participants will be able to discover the "behind the scenes" of Italiaonline and its leading brands, meeting the people who closely deal with the millions of accounts of Libero and Virgilio e-

LIBERO

VIRGILIO™

PgCasa.it

SUPEROVA

DiLei

SiViaggia

QF QuiFinanza

BuoniSimo

Pagine Gialle™

Pagine Bianche™

Tutto Città™



mails, programmatic advertising, a digital advertising sector that has always seen Italiaonline ahead of the Italian market average, the innovative system of content production at the base of all Italiaonline portals and verticals and the digital evolution of the PagineGialle brand.

"We conquer our role as a digital guide for SMEs every day in the field with our sales consultants and these workshops are a great opportunity to meet entrepreneurs who have given us confidence throughout Italy and win over those who do not yet know us," said Roberto Giacchi, CEO of Italiaonline. "With these workshops we will dedicate a special day to them, but above all profitable for the development of their business, with the fundamental help of Google. We want to be the partner of Italian companies and help them grow their business volume, initiatives like these demonstrate our commitment and the quality of our consultants and partners.

(N.B. This is a translation of the Italian press release)

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 5,3 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,5 milioni da mobile, ed una market reach del 63%**.

Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud. Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e oltre 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

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* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs febbraio 2019

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