

Press release

DIGITAL360: HEALTHTECH360.IT IS BORN, THE PORTAL ON HEALTH TECHNOLOGIES AND INNOVATION

Milan, 3 November 2021 - **DIGITAL360 S.p.A.**, an innovative SME listed on the Euronext Growth Milan market (formerly AIM Italy), announces the birth of [HealthTech360.it](https://www.healthtech360.it), the new portal dedicated to technologies and innovation for health, wellness and quality of life.

In the last year, under the impetus of the pandemic, the digital health market in Italy has reached the value of 1.5 billion euros, equal to 1.2% of public health spending¹, and is set to receive a further acceleration from the implementation of the PNRR, which provides about 15 billion euros in investments in the "Mission 6 on Health and Innovation". In 2025, a \$657 billion market for *digital health* is estimated globally, worth \$175 billion in 2019².

In this context, HealthTech360 is an editorial project of scientific divulgation addressed to all the actors of the "health system" (CEOs, top managers, decision makers, professionals, doctors and health operators) who wish to deepen the advantages and business opportunities offered by technological and digital innovation in particular in this field. The portal, directed by **Massimo Mattone**, will offer a constant and in-depth analysis of the Italian and international scenario, market trends, case histories and best practices in the field of "digital health" and "digital pharma", with contributions from experts from the academic, institutional and business world. All phases of the innovation process in the world of health, from research in universities, to technological development in companies, up to the application of technologies in products and services on the market, will be explored with a story inspired by the "One Health" paradigm that sees environmental, economic and social sustainability as one of the main challenges for the future of digital health.

*"With HealthTech360, the DIGITAL360 Network reaches 59 digital assets, including portals, web channels and thematic newsletters, with a monthly average of 2.6 million unique visitors - says **Raffaello Balocco**, CEO of DIGITAL360 -. Our Network adds an important pillar, that of health, to its already wide offer in the B2B sphere. Our mission as a Group remains that of facilitating encounters between those who seek and those who offer innovation in our country, and from today we are extending this mission to a strategic and important sector, which must face a path of profound transformation in the coming years, also thanks to digital technologies".*

*"Technology is revolutionizing medicine and the future of our health - says **Massimo Mattone**, director of HealthTech360 -. The exponential growth of emerging technologies is pushing the global market towards numbers that already outline 2021 as the best year ever for investments in digital health. An atmosphere of euphoria that, however, must reckon with the great difficulty of making the actors of two still distant worlds communicate with each other: medicine and technology. HealthTech360 was created with the ambition of encouraging the vital short-circuit between doctors and technicians, academic research and startups, institutions and businesses. We need a holistic vision of health inspired by the sharing of knowledge and contamination between different skills".*

For further information: www.healthtech360.it

¹ Source: Osservatorio Innovazione Digitale in Sanità of the School of Management of Politecnico di Milano

² Source: Roland Berger, GTAI



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

DIGITAL360

DIGITAL360, a company listed on the Euronext Growth Milan Market (formerly Aim Italia) of the Italian Stock Exchange, has the objective of accompanying companies and public administrations in the understanding and implementation of digital transformation and favoring their encounter with the best technological suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, startups, etc.) in communication, storytelling, event management, and generating business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations that want to undertake any kind of digital transformation. 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 modernization of our country. For further information: www.digital360.it

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