

**Press Release**

**DIGITAL360 concludes the first acquisition in Spain of  
BUSINESS PUBLICATIONS SPAIN S.L. , a company active in  
the world of digital information**

*Milan, 14 June 2022 - DIGITAL360 S.p.A.* , an innovative SME listed on the Euronext Growth Milan market, announces that it has acquired, through its Spanish subsidiary Digital360 Iberia S.L., a 70% stake in the Madrid-based company Business Publications Spain S.L. (BPS), with a commitment to acquire the remaining 30% over the next three years.

BPS is a company specialised in the production of content on digital innovation and information and communication technologies (ICT) and owns a number of portals that represent an important reference in Spain for managers, entrepreneurs and professionals dealing with these issues.

BPS offers technology companies a wide range of services including events, webinars, content, communication campaigns and lead generation programmes. It boasts an organisation with highly specialised resources, capable of creating high-quality specialist content, managing prestigious events and supporting technology companies in their positioning and lead generation needs.

With this first acquisition, DIGITAL360 enters the rapidly growing Spanish market, resulting from the catalysing effect of the pandemic and public funds dedicated to the digital transformation of the economy, and in a geopolitical context that is particularly favourable to strategic and operational integration with the Group's activities.

BPS ended the 2021 financial year with EUR 1.4 million in revenue and about EUR 0.25 million in Ebitda, and has a positive Net Financial Position (credit) of about EUR 0.3 million.

Today, 70% of the shares were acquired, sold by 9 individuals, for a total value of €1,190,000, including the NFP. Of this amount, the sum of EUR 790,000 was paid in cash today and the difference of EUR 400,000 will be paid, also in cash, in 12 months' time.

Digital360 Iberia S.L. also undertook to acquire the remaining 30% of the shares for half (i.e. 15%) upon approval of BPS's financial statements as at 31.12.2023 and for the remaining part (15%, which will lead it to hold 100% of the shares) upon approval of BPS's financial statements as at 31.12.2024. For each of the two disposals (second and third closing), the price was determined to be equal to the higher of (i) the sum of €255,000 and (ii) 15% of the Enterprise Value, calculated as a multiple of the EBITDA relating to the last closed financial statements. On the last sale of 15% only, Digital360 reserved the right to pay the price entirely with its own shares, subject to a lock-up period of one year.

The agreement between the parties provides, among other stipulations, that three of the current and main selling shareholders of BPS will be able to designate two of the five board members, confirming as of now the position of CEO to Ms. Anunciación López García, former CEO of the company and seller of 38% of the shares. This allows, according to an efficient and consolidated pattern in



DIGITAL360's acquisitions, a continuity regime with respect to the current management situation, which facilitates integration and synergies with the Group.

As part of the agreements relating to the Acquisition, each of the sellers undertook not to engage, even indirectly, in any activities in competition with those carried out by the Company for a period of three years from the first closing.

"With the acquisition of BPS, DIGITAL360 begins its entrepreneurial project in Spain in the best possible way," says Andrea Rangone, president of DIGITAL360. "We are convinced that the innovative model developed in recent years in the Italian market, strongly based on content, technology and data assets, can also be successfully replicated in the Spanish market, which is similar to ours in many respects".

"BPS is the reference company in the Spanish market of specialised content related to digital innovation," says Tommaso Prennushi, CEO of Digital360 Iberia S.L. "We are delighted to start our activities in Spain with an extraordinary team, led by Tita López, Ruth González and Ambrosio Rodríguez, leading professionals in Spain with a very long experience in the digital and ICT sector and consolidated relationships with many of the leading technology companies operating in the country".

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This press release is available on the Company's website at [www.digital360.it](http://www.digital360.it).

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#### **DIGITAL360**

DIGITAL360, a company listed on the Euronext Growth Milan Market, has the objective of accompanying companies and public administrations in understanding and implementing digital transformation and facilitating their encounter with the best technology suppliers. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation" supports technology companies (vendors, software houses, system integrators, start-ups, etc.) in communication activities, storytelling, event management and generation of business opportunities; the other, called "Advisory & Coaching" is aimed at all companies and public administrations wishing to undertake any digital transformation path. 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 modernisation of our country. For further information: [www.digital360.it](http://www.digital360.it)

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