



Press release pursuant to CONSOB Regulation 11971/1999, as subsequently amended

RESIGNATION OF SOME DIRECTORS AND PROPOSAL OF CO-OPTATION OF NEW DIRECTORS BY LIBERO ACQUISITION SARL

Florence, 20 July 2017 - DADA S.p.A. ("DADA" or the "Company") announces that today it has received from Karim Beshara, co-founder of Accelerero Capital, a letter communicating his resignation from the offices of chairman and member of the Board of Directors of DADA (the "Board") effective from the date of next Board, to undertake a new entrepreneurial path, having completed the management buyout of Accelerero Capital from Orascom TMT Investments ("OTMTI"). Mr. Beshara informed the Company that his new professional commitments will not allow him to devote the necessary resources to the diligent performance of his duties at DADA.

Today, for the same reasons, Fadi Antaki, Bassem Youssef, Ragy Soliman, Sophie Sursock and Philip Tohme (together with Mr. Beshara, the "Resigning Accelerero Board Members") communicated their resignations as directors of the Company effective from the next Board.

The Resigning Accelerero Board Members were neither independent nor executive directors of the Company and, to the Company's knowledge, none of them held shares of the Company.

DADA also informs it has received today a letter from Libero Acquisition S.à r.l. ("Libero Acquisition"), its controlling shareholder, informing the Company that Libero Acquisition is proposing to the Remuneration and Nomination Committee and to the Board the following individuals as new directors of the Company:

- Wafaa Mobarak,
- Fabio Ceccarelli,
- Andrea Goretti,
- Ayman Soliman,
- Tarek Morshed,
- Onsi Sawiris.

Mr. Fabio Ceccarelli shall be nominated as the role of chairman of the Board.

Karim Beshara said: "Today I stand very fulfilled and I express my sincere gratitude to the team of DADA for this exciting journey. Since the acquisition of the Company in 2013, we have collaborated extensively together to ensure that DADA reaches its potential and is currently set on a projectile for success. I wish the team all the best".

Claudio Corbetta and Lorenzo Lepri, respectively CEO and General Manager of DADA, commented: "We thank Karim and his colleagues for their service to DADA in a period during which the Company delivered significant results and wish them the best success in their future endeavors. On behalf of all the DADA team we also would like to offer a warm welcome to our new incoming board members".



It is expected that the Board already being called to meet on July 27, 2017 to approve the H1 2017 financial statements as per corporate events calendar, will also resolve on the letter received from Libero Acquisition.

This press release is also available on the Company's website www.dada.eu in the Investors/Financial Press Releases section.

DADA S.p.A. - listed in the STAR segment of the Milan Stock Exchange - is an international leader in online presence and visibility services (domains, hosting, servers, online brand protection) for European SMEs. With over 650 thousand business customers, 1.9 million domains under management, 2.0 million email accounts and 650 thousand active hosting plans, DADA is one of the leading names in the European Domain & Hosting segment and is a key player in its markets of operation: in Italy through its established brand Register.it and the recently acquired brands Etinet and Sfera, as well as in the UK, Ireland, Spain, France, Portugal and Holland under the Namesco, Simply Hosting & Servers, Register365, Nominalia and Amen brands, respectively.

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