



9M 2017 RESULTS CONF CALL

November 09th 2017



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Pursuant to art. 154-bis, paragraph 2, of the Italian Unified Financial Act of February 24, 1998, the executive in charge of preparing the corporate accounting documents at Italiaonline S.p.A., Gabriella Fabotti, declares that the accounting information contained herein correspond to document results, books and accounting records.

PRO FORMA 9M 2016

9M 2016 results have been normalized (pro-forma data) for an amount of revenues (-€ 15.7 million) and Ebitda (-€ 2.6 million) to reflect the change in the perimeter due to the sale and termination of certain business lines (Europages subsidiary, 12.54 business and Moqu arbitration agreement on Google Ad Sense market) in the course of 2016 and some changes in the directory publication calendar in 2017 vs 2016, and thus to enable comparison with 9M 2017 results. 9M 2016 NFP, Unlevered FCF and Net Income are reported data. In the presentation the comparison with 9M 2016 results, only for Revenue and EBITDA is made versus 9M 2016 pro-forma (as before described).

9M 2017 | Financial highlights



In Q3 2017 recovery of **digital segment** and in particular of **Digital ADV** reduces the revenues decline



9M 2017 **Revenues** at € 249 m vs € 280 m pro forma⁽¹⁾ 9M 2016



Increasing profitability: +5.7% yoy Ebitda, Ebitda margin 22.5% + 3.6 pp vs 9M 2016



Still **good cash flow generation**: Unlevered FCF €51 m (+5% yoy), Ebitda **Cash Conversion**⁽²⁾ 91%



Positive **Net Financial Position** at **€77 m**, vs € 69 m at 30 June 2017



Increased Audience⁽³⁾:  **+18% Mobile DAUs**  **+10 % Time per person**  **+5% TDA DAUs**

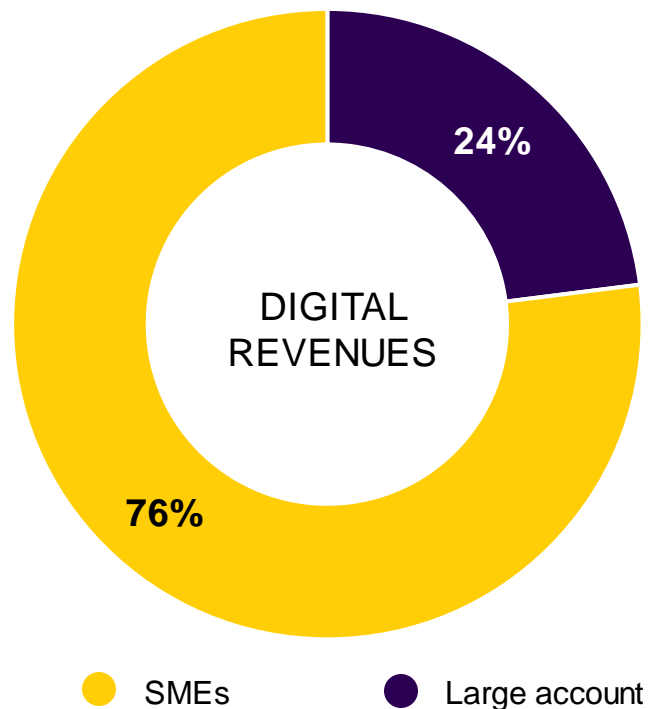
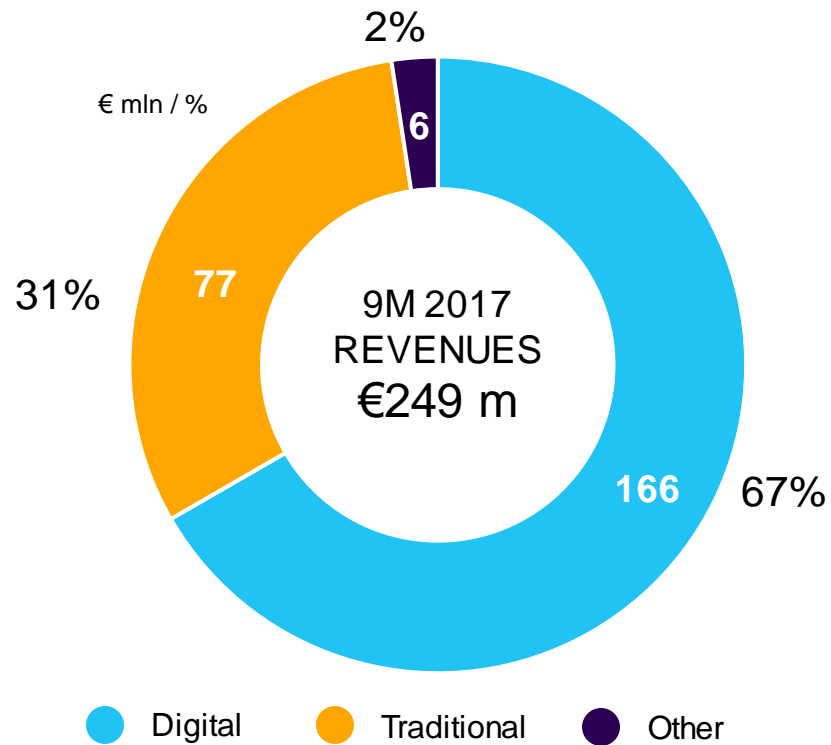
(1) 9M 2016 normalized results (pro-forma data) for an amount of revenues (-€ 15.7 m) and Ebitda (-€ 2.6 m) to reflect the change in the perimeter due to the sale and termination of certain business lines (Europages SA, 12.54 business and Moqu arbitration agreement on Google Ad Sense market) in the course of 2016 and some changes in the directory publication calendar in 2017 vs 2016 and thus to enable comparison with 9M 2017 results. 9M 2016 Ebit and Unl FCF reported data.

(2) Cash Conversion = Unl. FCF / EBITDA Reported - (3) Source: Audiweb Database, powered by Nielsen, figures average 6M: Mar - Aug 2017, YOY performance | TDA: Total Digital Audience, DAUs: Daily Active User

9M 2017 Business Overview



Multiple revenues streams



9M 2017 Business highlights

SMEs

iOL | Audience

The order intakes of IOL Audience, a unique offering in Italy in media planning services dedicated to SMEs, **improved double-digit** in Q3 2017 YoY

Powered by
matchcraft

Trough the unique expertise of **moqu·adv**
(100% controlled by IOL)

v1.1:



Performance Display ADV



Google Call only

Large Accounts

iOL | Advertising

IOL Advertising **grew double-digit** YoY figures on revenues in Q3 2017 and Q2 2017 vs a flat market¹ in first 9M 2017



IOL is the ADV sales agency for 3Bmeteo the top weather forecast site



IOL is the ADV sales agency for FattoreMamma a network of 34 important blogs of Italian moms.



IOL acquires the food portal Buonissimo, one of the Top 5 Italian food sites

1 mln MAUs with features over 8.000 recipes and a new video tutorial section.



IOL signs a partnership with AppNexus

for the use of Opensource Prebid technology to increase programmatic sales

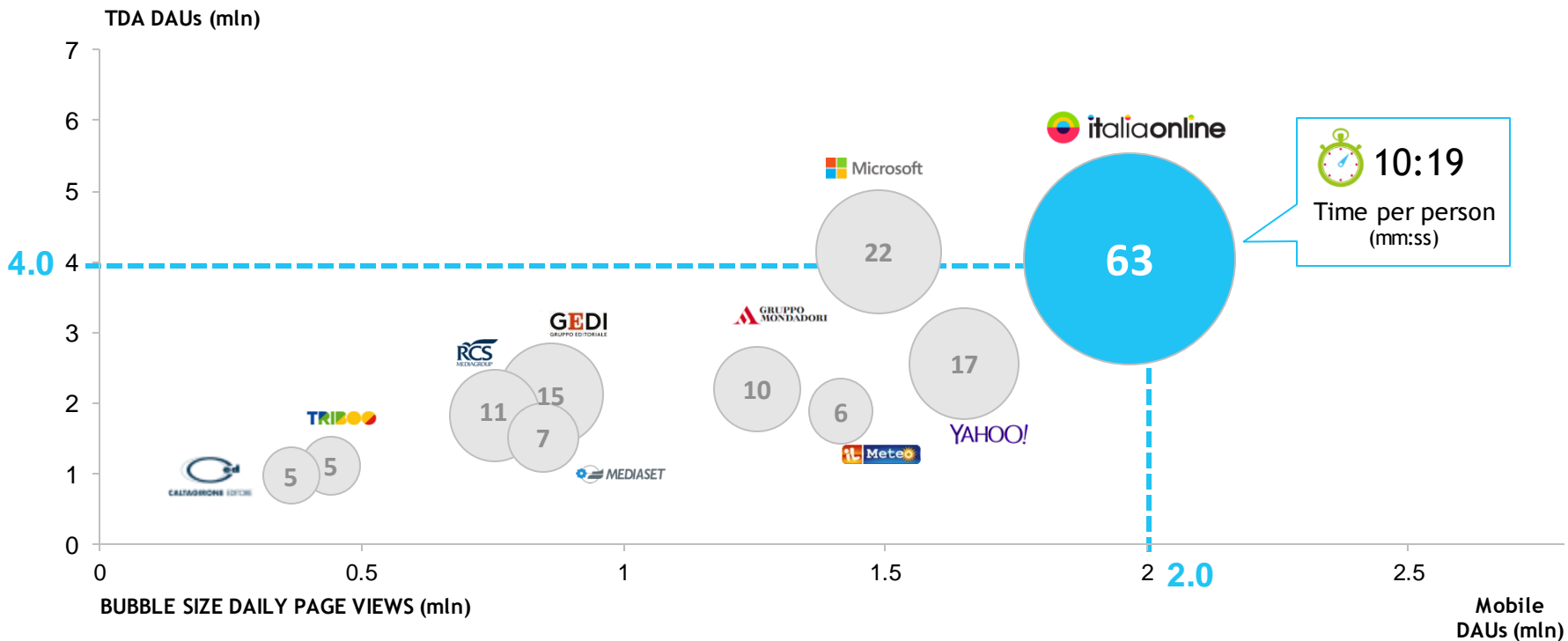
18th Jul

04th Sep

11th Oct

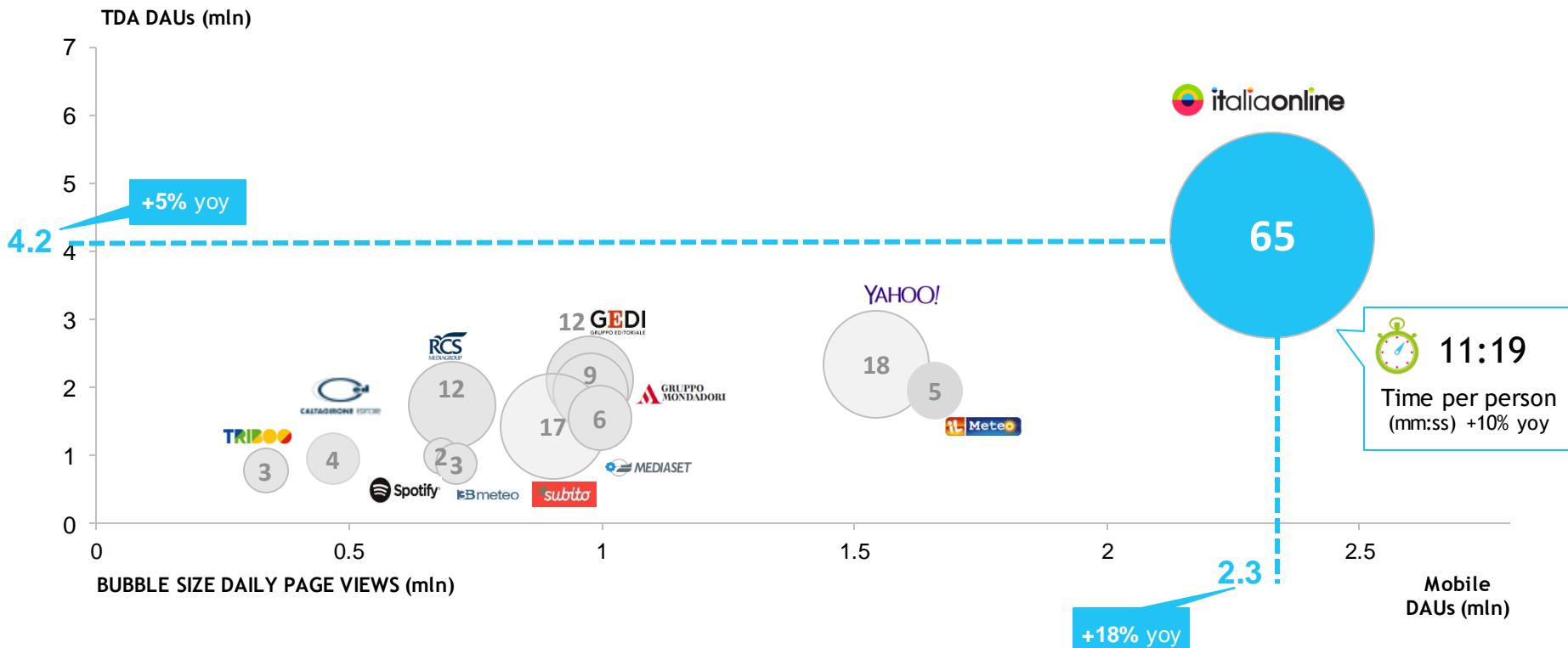
(1) Source: FCP-Assointernet, Jan -Sept 2017

Daily Audience | 6M Average Mar – Aug 2016



Source: Audiweb Database, powered by Nielsen, Avg. Mar - Aug 2016 | Google and Facebook are not in Audiweb Database
 Note: TDA - Total Digital Audience | DAUs - Daily Active Users

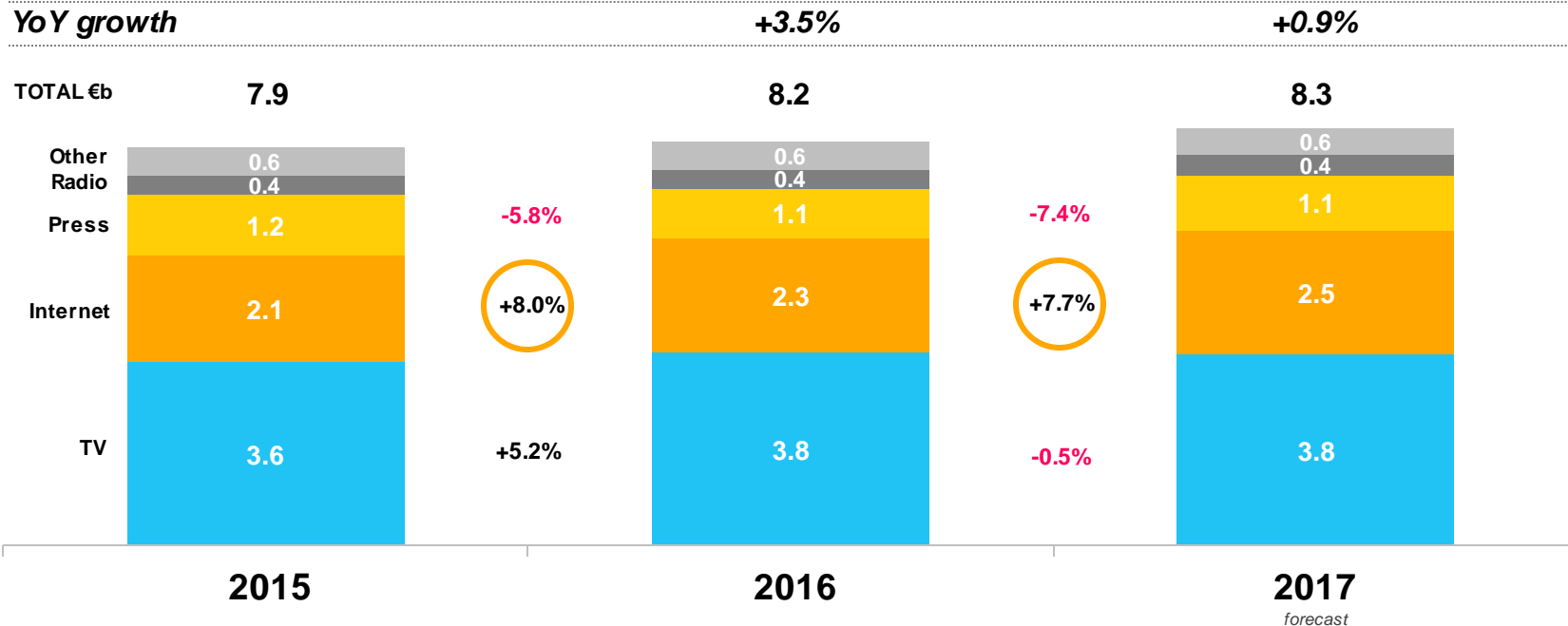
Daily Audience | 6M Average Mar – Aug 2017



Source: Audiweb Database, powered by Nielsen, Avg. Mar - Aug 2017 | Google, Microsoft and Facebook are not in Audiweb Database
 Note: TDA - Total Digital Audience | DAUs - Daily Active Users
 Performances (%) vs Avg. Mar - Aug 2016

Internet is driving the advertising market growth

YoY growth

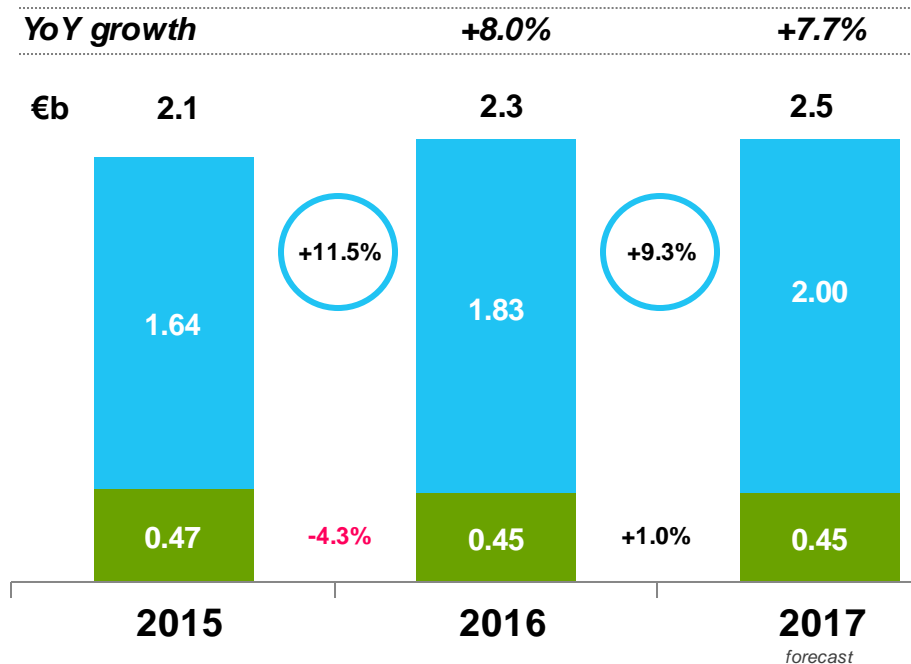


DIGITAL SHARE



Source: Nielsen, November 2017

Internet is driving the advertising market growth

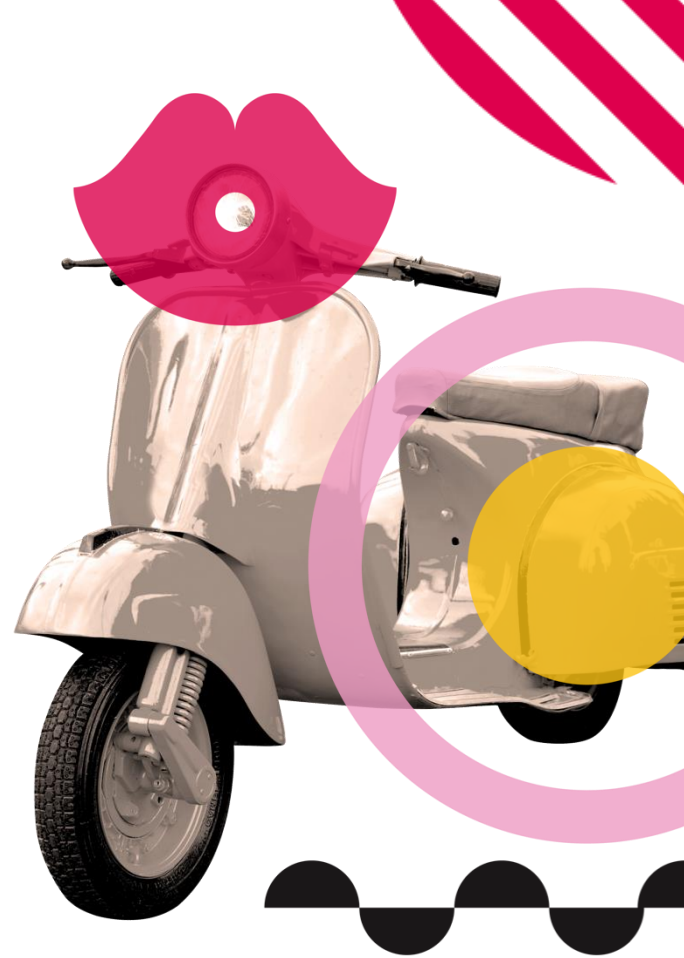


- ▶ Programmatic sales
- ▶ Google and Facebook partnership



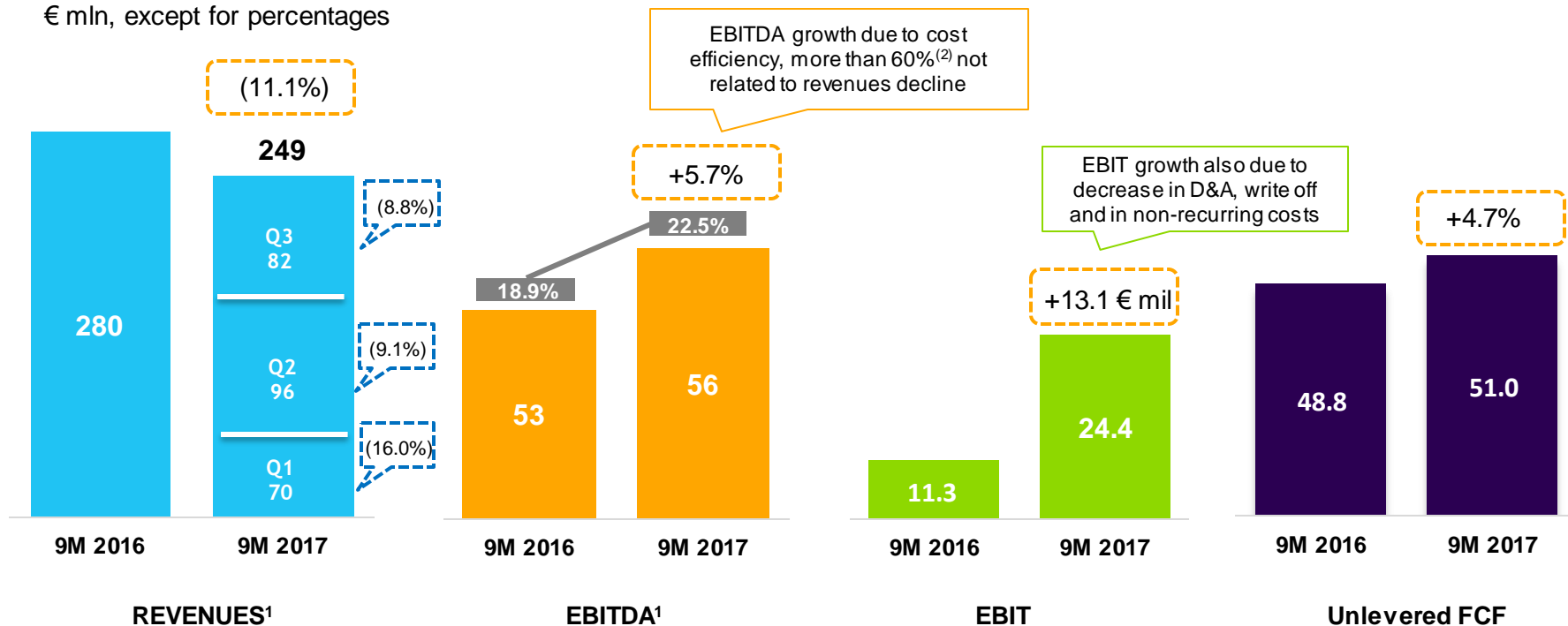
Source: Nielsen, November 2017 | Others: operators not associated with FCP.

9M 2017 Financial Overview



9M 2017 | Improved profitability and still good cash generation

€ mln, except for percentages

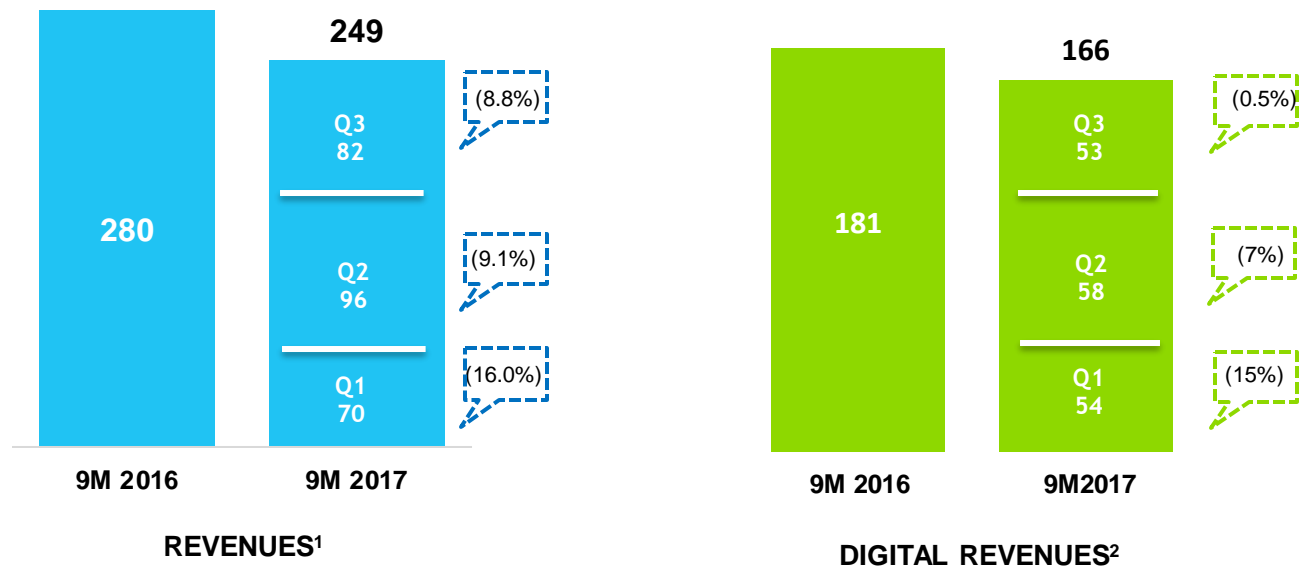


(1) 9M 2016 results have been normalized (pro-forma data) for an amount of revenues (-€ 15.7 million) and Ebitda (-€2,6 million) to reflect the change in the perimeter due to the sale and termination of certain business lines (Europages subsidiary, 12.54 business and Moqu arbitration agreement on Google Ad Sense market) in the course of 2016 and a new directory publication calendar in 2017 vs 2016 and thus to enable comparison with 9M 2017 results

(2) Figure referred to IOL core business only

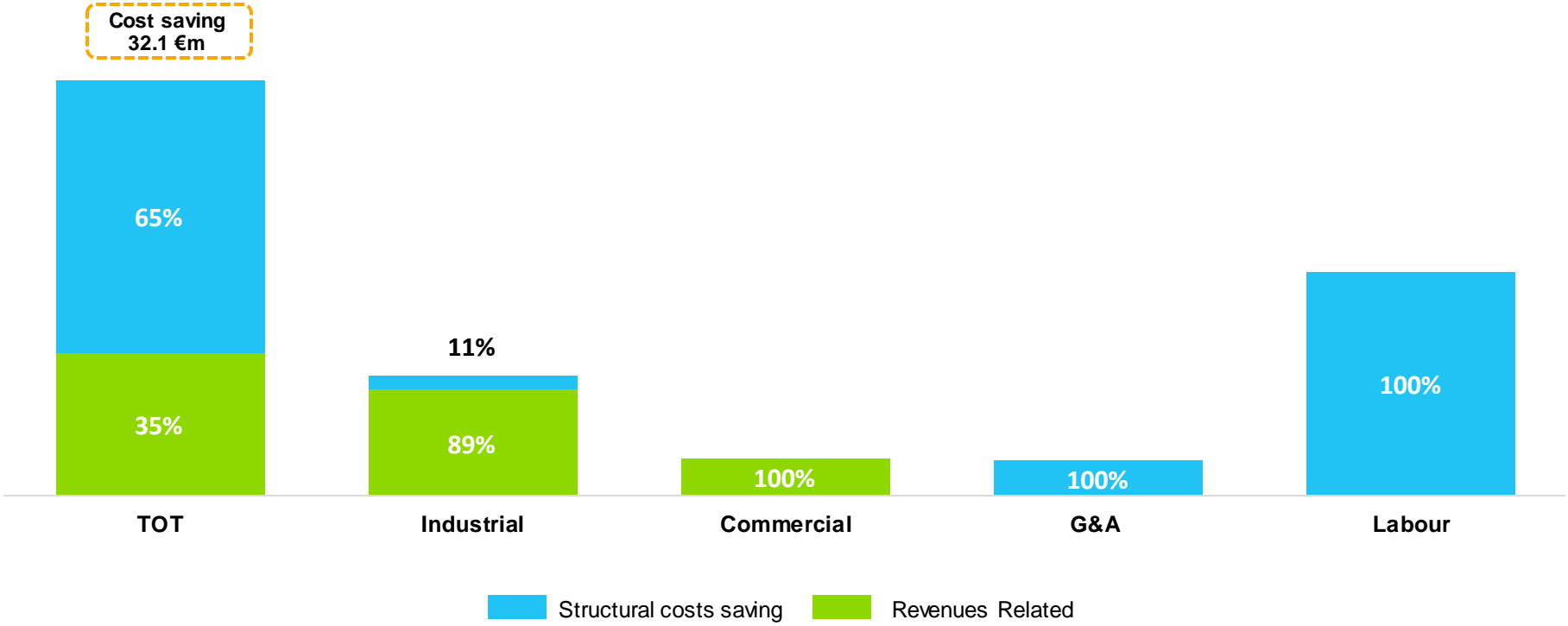
9M 2017 | Digital segment leads revenues trend recovery

€ mln, except for percentages (YoY performances)



(1) 9M 2016 results have been normalized (pro-forma data) for an amount of revenues (-€ 15.7 million) and Ebitda (-€2,6 million) to reflect the change in the perimeter due to the sale and termination of certain business lines (Europages subsidiary, 12.54 business and Moqu arbitration agreement on Google Ad Sense market) in the course of 2016 and a new directory publication calendar in 2017 vs 2016 and thus to enable comparison with 9M 2017 results.

9M 2017 | 65% of costs saving is structural

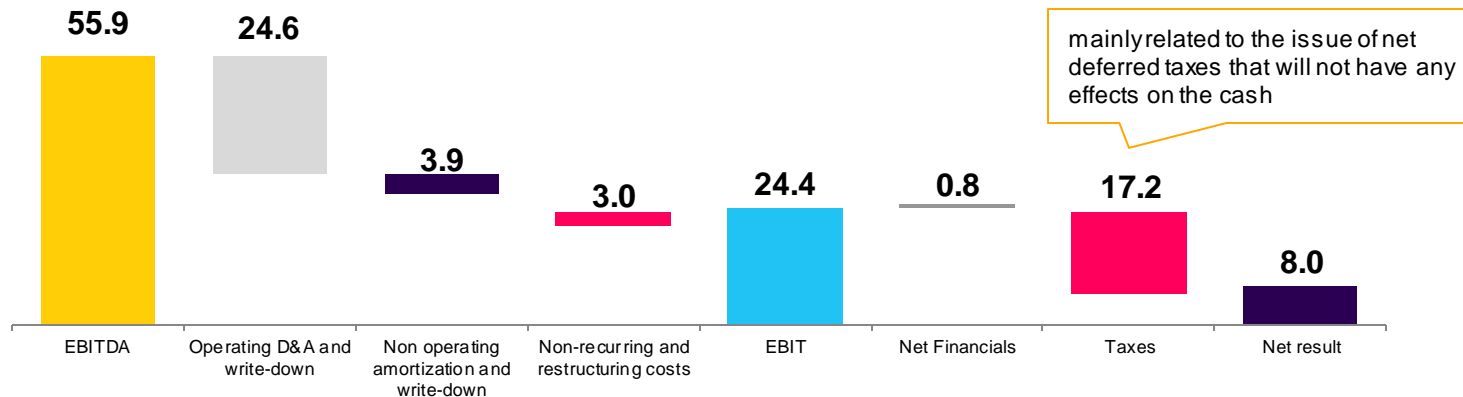


Note: Based on 9M 2017 vs 9M 2016 Pro-forma figures referred to Core business costs only | Italiaonline+DLS+Moqu

9M 2017 | From EBITDA to Net Result

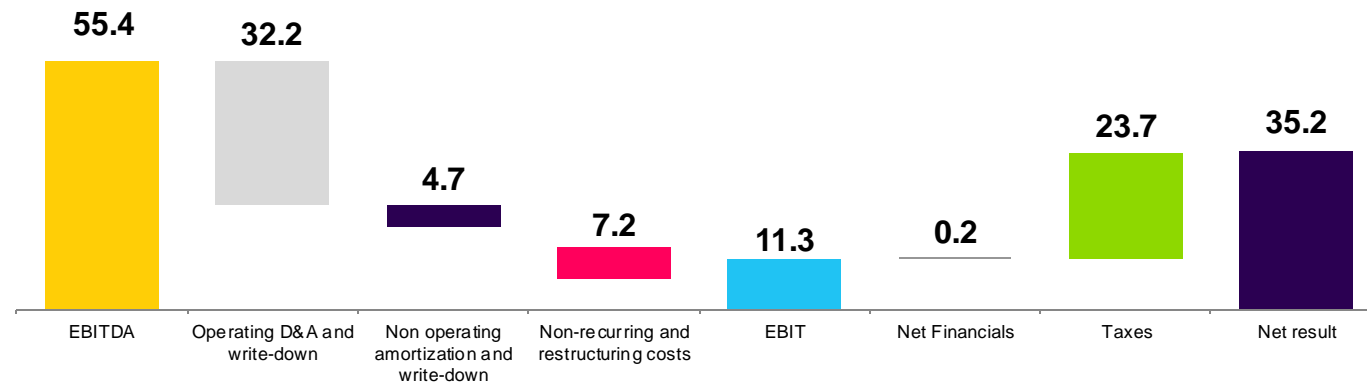
9M
2017

€ MLN



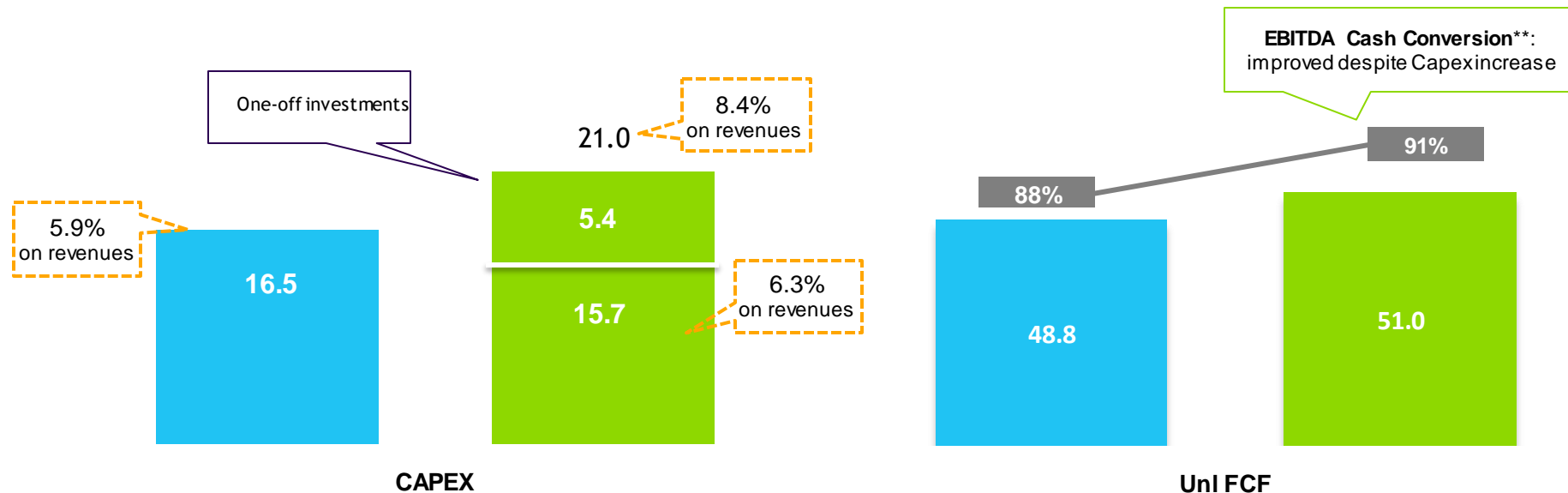
9M
2016
reported

€ MLN



9M 2017 | Capex and Ebitda Cash Conversion

€ mln Net of one-off investments 9M 2017 capex were €15.7m, down 5.3% YoY, at 6.3% of revenues



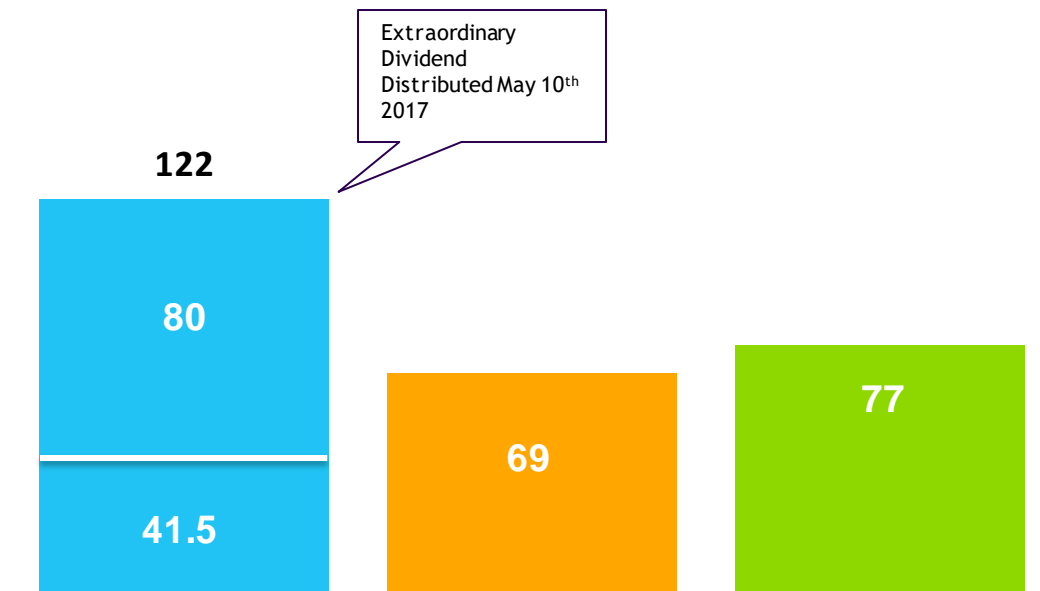
* Revenues 9M 2016 pro-forma

** Cash Conversion = Unl. FCF / EBITDA Reported

9M 2016 9M 2017

9M 2017 | Improved positive Net Financial Position

€ mln



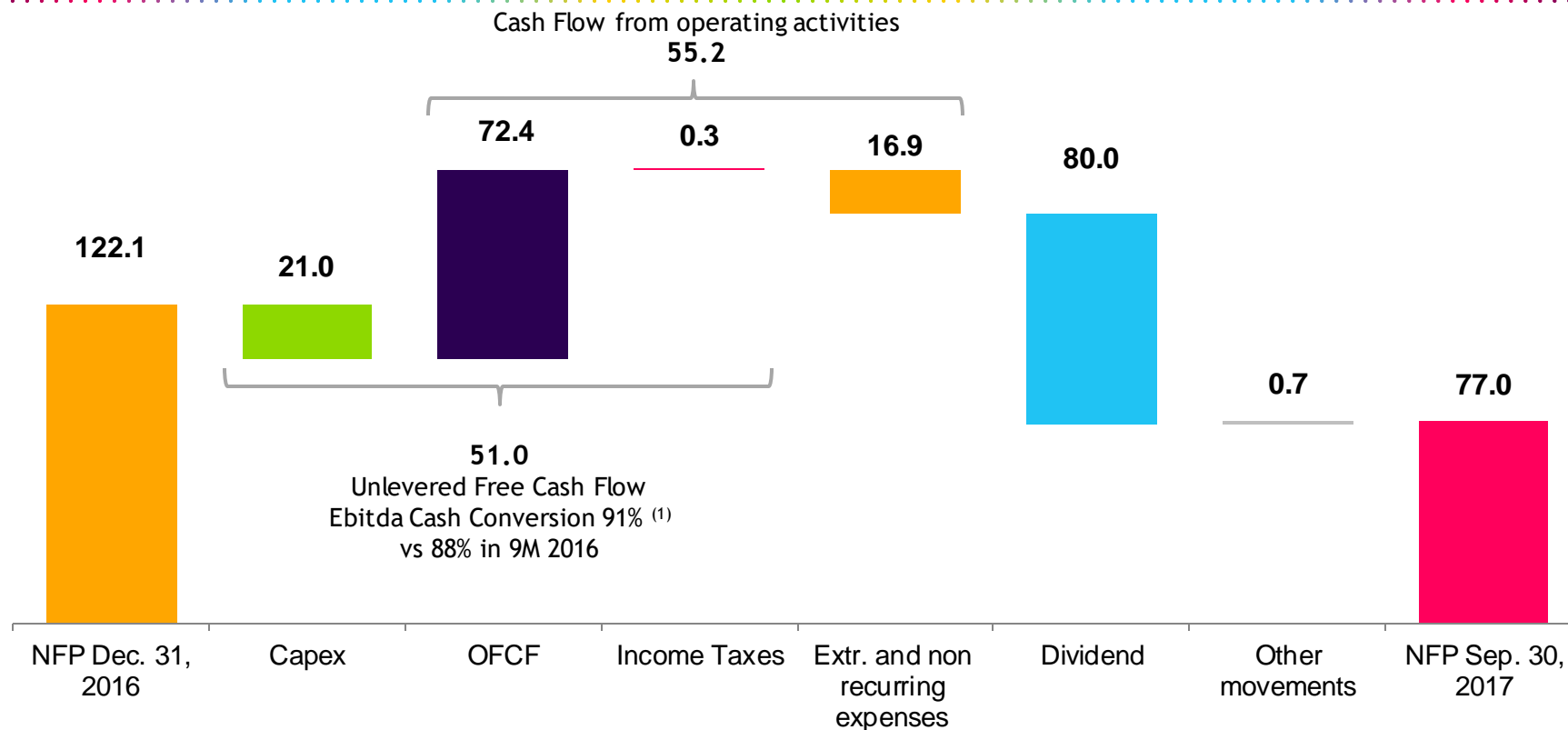
Net financial position

At Dec. 31st, 2016

At June. 30th, 2017

At Sep. 30th, 2017

9M 2017 | Change in Net Financial Position



(1) Cash conversion = Unl FCF / EBITDA Reported

Business plan 2017-2019 guidelines (organic growth only)

Revenues

Revenues are expected to grow with a CAGR 2015 - 2019 of [0%÷0.4%]

EBITDA

Steady growth of marginality to reach 22%÷27% EBITDA margin in 2019

CAPEX

CAPEX expected to decline during the plan and to stabilize at about 6% of revenue in 2019

FCF

Free cash flow generation to improve during the plan and reach the 55%÷60% cash conversion of the EBITDA from 2018

2017 guidance confirmed

- Revenues are expected to continue to decrease, mainly because of the physiological contraction of some traditional businesses, despite the gradual improvement in the performance of digital activities
- Profitability: Ebitda margin improvement vs FY 2016

BP as approved by the BoD of March 15th 2017

Italiaonline Share

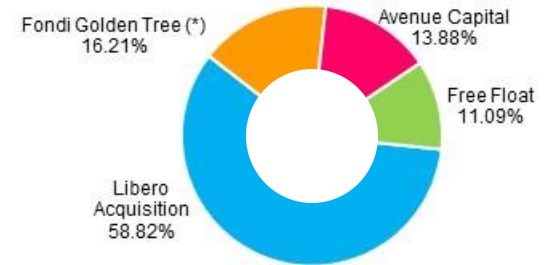
IOL versus indices: June 20, 2016 – November 02, 2017



Source: Thomson Reuters EIKON



Shareholders structure

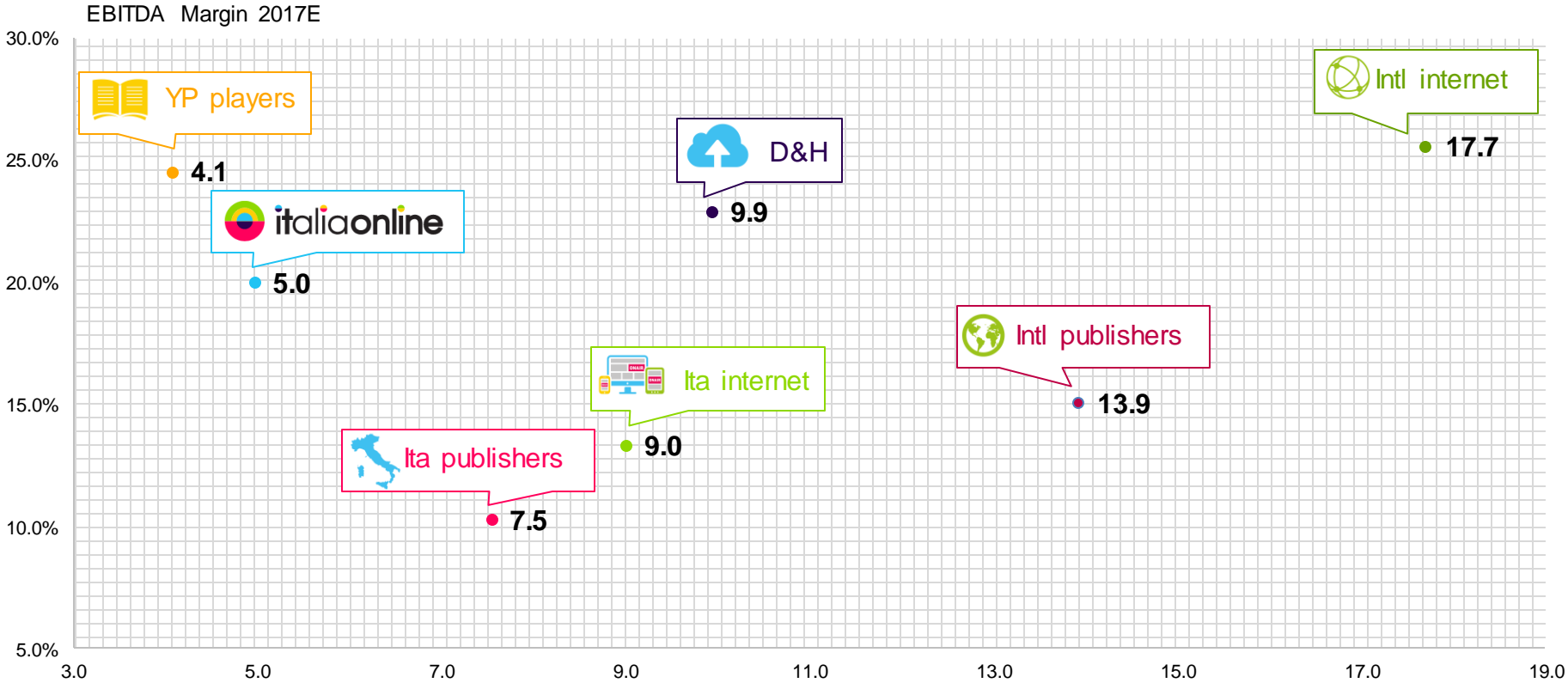


(*) GoldenTree Asset Management Lux S.à r.l., GoldenTree SG Partners L.P., GT NM L.P. e San Bernardino County Employees Retirement Association

Share data as of November 02, 2017

MARKET	MTA
NOSH Ord (€mln)	114.8
PRICE (€)	3.4
MKT CAP Ord (€mln)	390
PERFORMANCE (from June 20, 2016)	+66.5%
RELATIVE PERF.vs FTSE MIB (from June 20, 2016)	33.7%
AVG DAILY VOLUMES YTD (€)	324,538
Saving Share: NOSH 6.803 Closing Price (€) 300 Market Cap (€ mln) 2.0	

IOL vs Baskets of Peers (average values)



Source Thomson Reuters EIKON – data as of 02 Nov 2017 and company analysis

EV/EBITDA 2017E

Thank you!

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