

PRESS RELEASE

ITALIAONLINE, FIRST ITALIAN INTERNET COMPANY: 4 MILLION USERS DAILY

Milan, July 31st 2014 - Four million unique users in an average weekday (June 2014) visit, through PCs, the web properties of Italiaonline SpA, the first Italian internet company that brings together all the brands and assets of Matrix Spa and Libero S.r.l. According to Audiweb data of June 2014, Italiaonline is confirmed as first Italian internet player for daily audience, doubling other operators. Italiaonline is leader for audience, time spent and monthly pageviews as well. "These numbers are very important especially when you consider that the daily audience is the time unit used as reference by customers and media centers, to plan their advertising campaigns on the internet," said Gabriele Mirra, Vice President Business Unit Portal. "These results make us particularly proud of the work we are doing on all of our platforms, not only with our two main brands Libero.it and Virgilio.it, but with all the other vertical brands as well, such as Dilei.it, Totaltech. it, QuiFinanza.it, Siviaggia.it, Sportstadio.it, Motorlife.it". Audiweb has just published the data of "total digital audience" (PC, tablet and mobile) for the month of April 2014. Italiaonline is again the first operator in the market for both for monthly and daily audience. In particular, comparing the daily figures of Italiaonline with those of the second operator, they are 1.8 times bigger for audience, 6.6 times for pageviews and 2.9 times in time spent per user. "It's important to note, however," adds Gabriele Mirra, "that these data for total digital audience are the result of a detection system that can be improved for the mobile audience, as represented to Audiweb itself. The Audiweb surveys on mobile started recently and I am sure they'll be accurate in the near future for the benefit of growth and transparency of the entire market". In ComScore Mobilens data, active on the Italian market since 2009, Italiaonline's mobile properties were visited by 10.7 million users in April 2014 and 10.8 milioni in May 2014 (latest available data).

ITALIAONLINE

Con sede a Milano, Italiaonline è la prima internet company italiana e ha tra i suoi asset la mail più diffusa del Paese; conta 15 milioni di visitatori unici mensili da personal computer, 2,5 miliardi di pagine viste mese, 11 milioni di account email attivi e una *active reach* del 54%. Da febbraio 2013 la Società raggruppa tutti i brand e gli asset di Matrix S.p.a. e di Libero S.r.l. Oltre ai portali Libero.it e Virgilio.it, Italiaonline include ad oggi i web magazine Di-Lei, Total Tech, QuiFinanza, SportStadio, MotorLife e SiViaggia, la piattaforma video ViTV e l'utility 1254. Italiaonline è indirettamente controllata da Orascom TMT Investments S.à r.l. tramite la sussidiaria Libero Acquisition S.à r.l. di cui detiene il pieno controllo.

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