



PRESS RELEASE

ITALIAONLINE CONFIRMS THE AGREEMENT WITH MISE

At the forefront of the digital turnaround of the former Seat Pagine Gialle, the company has chosen to support an innovative agreement, agreed with MISE, for the professional requalification of its resources and the creation of a new division "Digital factory"

Milan, April 19th 2018

Italiaonline is keen to communicate that it confirms the full will to apply the agreement signed with the Ministry of Economic Development and local institutions, without any variation, contrary to what appeared on some local Turinese newspapers.

The new plan provides for the potential halving of the redundancies initially indicated by the company and the recourse for 18 months to layoffs, thus a significant reduction in transfers to Milan and the establishment of a new division for digital services to SMEs. This is a particularly innovative agreement, because it involves an investment in the Turin area, transforming the business of telephone directories into digital, creating a new division called "Digital factory, at the service of the digitalization of Italian SMEs.

Il nuovo piano prevede il potenziale dimezzamento degli esuberanti inizialmente indicati dall'azienda e il ricorso per 18 mesi alla cassa integrazione, quindi una significativa riduzione dei trasferimenti a Milano nonché l'istituzione di una nuova divisione per i servizi digitali alle Pmi. Si tratta di un accordo particolarmente innovativo, perché prevede un investimento sul territorio di Torino, trasformando il business degli elenchi telefonici in digitale, creando una nuova divisione chiamata "Digital factory, al servizio della digitalizzazione delle PMI Italiane.

Italiaonline, in completing its turnaround, has in fact decided to take up the challenge of MISE, that of digital retraining of personnel through a path of high training for employees identified by the company among those already in possession of essential professional and curricular characteristics necessary for a useful redevelopment to obtain the skills necessary for the exhibition at the "Digital Factory" division for a number of units of up to 200 people. The actual use of the resources in question within the Digital Factory is subject to the passing, by the same, of an examination carried out by a third party aimed at certifying the effective possession of the necessary skills (as indicated in the slides circulated by MISE).

Italiaonline, whose mission is the digitalization of Italian companies, is at the forefront in addressing the transformation of the former Seat Pagine Gialle. In fact, since the merger with Seat PG, the need arose to transform a company of telephone directories, specialized in advertising on paper, as a provider of digital marketing services and consultancy for the digital transformation of SMEs. Data on digital delay in our country are significant (see [Rapporto Cerved PMI 2017](#)).

As of December 31, 2017, the Company has a workforce of 2,601 people, of which 780 are single-agent





agents. Out of 1,821 employees, 1,400 come from the former Seat Pagine Gialle and of these only 20 have coding skills, digital skills and coding programming skills.

The goal of this path is not only to accelerate the completion of the digital transformation of the former Seat PG, but also that of Italian SMEs, to which Italiaonline wants to guide and which are the real economic backbone of the country.

(N.B. Translation of the Italian press release)

ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 5,4 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 2,6 milioni da mobile, ed una market reach del 54%. Italiaonline offre servizi di web marketing e di digital advertising, inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network ed i motori di ricerca. L'obiettivo strategico dell'azienda è consolidare la leadership italiana nel mercato del digital advertising per grandi account e nei servizi di marketing locale - con la mission di digitalizzare le PMI nazionali. Alle PMI, vera ossatura del paese, Italiaonline offre un portafoglio completo di prodotti integrato sull'intera catena del valore di servizi digitali, dalla presenza on line al digital advertising, al web design, al web marketing e alle soluzioni cloud.

Fanno oggi parte di Italiaonline i portali Libero, Virgilio e superEva, i servizi per imprese e cittadini Pagine Gialle, Pagine Bianche e Tuttocittà, la concessionaria di pubblicità online IOL Advertising e più di 60 Media Agency diffuse lungo tutta la penisola che costituiscono, con oltre 800 agenti, la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese, che serve oltre 200.000 PMI e 700 grandi clienti.

** Fonte: Audiweb Database, powered by Nielsen, TDA Dicembre 2017. I dati Audiweb Database al momento non comprendono Google, Facebook e Microsoft*

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