

## PRESS RELEASE

### UPDAY FOR SAMSUNG PARTNERS WITH ITALIAONLINE

With the agreement between UPDAY for Samsung and Italiaonline, the advertising spaces of UPDAY in Italy are marketed by the digital ad agency iOL Advertising

*Milan, October 30th 2018*

**UPDAY**, Samsung's No. 1 news service in Europe, teams up with **Italiaonline**, the first Italian internet company, in order to lift up its advertising power in the Italian market. Europe's biggest news app, preinstalled on Samsung's smartphones in 16 European countries and integrated on Samsung fridges, tablets and the last generation of Smart TVs, will cooperate in Italy with the leader in the Italian digital advertising market for large accounts and in local marketing services for SMEs, towards Italiaonline's digital ad agency **iOL Advertising**, being able to adapt to UPDAY's native, display and video ads, both for direct and programmatic campaigns.

UPDAY, built and run by Axel Springer, is the first news aggregator that combines machine learning with a journalistic expertise: more than 50 editors select contents for the *Top News* section of the app, while in *My News* readers can find news tailored on their personal interests. In Italy, UPDAY provides news from more than 300 trusted media brands, covering a wide variety of content from general news to special interest.

"As the largest Italian internet company, it was natural to find a common language with a partner like UPDAY, forefront in offering news on smartphones, more and more the favorite medium of large audiences," said **Andrea Chiapponi**, CCO of Italiaonline's Large Account business unit. "We will provide UPDAY our services and the wide knowledge of the Italian digital market that only iOL Advertising has".

"UPDAY offers a highly elaborated user experience through personalized content and non-intrusive ads. This unique approach is highly appreciated by users and advertisers at the same time", said **Aneta Nowobilska**, **Director Advertising** from UPDAY. "Together with Italiaonline we want to extend our position in the Italian advertising market".

(NB this is a translation of the Italian press release)





#### ITALIAONLINE

The new Italiaonline is born from the merger by incorporation of Italiaonline SpA into SEAT Pagine Gialle SpA, whose strategic objective is to consolidate its leadership in the digital advertising market for large accounts and local marketing services, with the mission of digitizing SMEs , the true economic framework of the country.

Italiaonline is directly controlled by Libero Acquisition S.à.r.l. Company under Luxembourg law under the Sawiris family - and from GoldenTree Asset Management Lux S.à r.l., GoldenTree SG Partners L.P., GT NM LP, San Bernardino Employees Retirement Association, GL Europe Luxembourg S. à r.l.

Italiaonline today includes the Pagine Gialle, Pagine Bianche and Tuttocittà directories, the Libero, Virgilio and superEva portals, the utilities 892424 and 1240, the iOL Advertising online advertising agency and more than 60 Media agencies spread throughout the peninsula hosting, with over 800 agents, the largest Italian network of services and products for large and small businesses.

Italiaonline is the first national web company: 5 million unique users on average per day - 2.4 million from mobile - surf its properties.\*

*\* Source: Audiweb database, provided by Nielsen, Avg. Last 12 months TDA. The Audiweb Database currently doesn't include Google, Facebook and Microsoft*

#### ABOUT UPDAY

UPDAY is Europe's biggest news app, present in 16 European countries with more than 25 million users per month in total. Resulting from a strategic partnership between Axel Springer and Samsung to develop new digital media formats for users in Europe, in March 2016 UPDAY started in Germany, France, the United Kingdom and Poland preinstalled on the Samsung Galaxy S7, S7 Edge and S8 smartphones. One year later, in March 2017, UPDAY was launched in Italy and Spain. The news service is now available preinstalled on other smartphone models (A-series, J-series) and smart devices such as the Samsung Family Hub, Gear S watches, Samsung QLED TV and Samsung tablet Tab S4. UPDAY consists of two sections: a personalized algorithm-based information section focused around the interests of users, "My News"; as well as an editorial part managed by an editorial staff of journalists responsible for the curation of information, "Top News".

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