

PRESS RELEASE

ROBERTO GIACCHI NEXT CEO OF ITALIAONLINE

Assago, 23 November, 2018 – Following the announcement made on 21 November 2018 regarding the possible appointment of Mr. Roberto Giacchi as Chief Executive Officer of Italiaonline, the Company announces that today Italiaonline and Mr. Giacchi have reached an agreement according to which Mr. Giacchi will take over the role of general manager by 5 December 2018 and the role of Chief Executive Officer by 13 December 2018. Therefore, by this latter date, the Board of Directors is expected to co-opt Mr. Giacchi and to grant him with the relevant powers. The market will be promptly informed within the terms of the law.

“I am very happy – commented Mr. Roberto Giacchi – to join Italiaonline, a company that has made the history of the Internet in our country, and to take on the baton of Antonio Converti, with whom I will be working for an effective handover in the coming weeks”.

The résumé of Mr. Roberto Giacchi is available at the following link https://www.italiaonline.it/wp-content/uploads/2018/11/RG_bio_eng.pdf

This press release is also available on the Company's website www.italiaonline.it in the section Italiaonline.it/en/investor/price-sensitive-press-releases/

ITALIAONLINE

Italiaonline - a company listed on the electronic equity market (MTA) of Borsa Italiana - is the leading Italian Internet company with 5.3 million unique users* that navigate its web property every day, of which 3.3 million from mobile devices, and with a 64% market reach. Italiaonline offers web marketing and digital advertising services, including management of advertising campaigns and the generation of leads through the social networks and search engines. The company's strategic objective is to consolidate its Italian leadership role in the market of digital advertising for large accounts and in local marketing services - with the mission of digitalising the country's SMEs. Italiaonline offers the SMEs - the country's real backbone - a portfolio complete with products integrated with the entire value chain of digital services, including online presence, digital advertising, web design, web marketing and cloud solutions. Part of Italiaonline today are the portals Libero, Virgilio and superEva, the services for companies and citizens Pagine Gialle, Pagine Bianche and Tuttocittà, the online advertising agency iOL Advertising and 48 media agencies scattered throughout the peninsula that with their more than 680 agents form the largest Italian network of services and products consultants for large and small enterprises, serving over 200,000 SMEs and 700 large Customers.

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* Source: Audiweb 2.0, powered by Nielsen, TDA DAUs July 2018. **Source: Audiweb 2.0, powered by Nielsen 3M Avg (Aug-June 2018).

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