



PRESS NOTE

VIRGILIO SPORT: A SUCCESSFUL CASE PRESENTED AT GOOGLE I/O 2019

During the event held in San Francisco, Virgilio Sport was recognized by Google as a worldwide success story, thanks to the significant enhancements made to the logic of Prefetching Articles of the portal.

Milan, May 14th, 2019

Virgilio Sport, Italiaonline's sports news portal, was mentioned during **Google I/O 2019**, the annual conference for developers from around the world held in San Francisco, California, from May 7 to 9.

Thanks to the job of the Product Development team of Italiaonline, the first Italian internet company with 4.8 million unique users, Virgilio Sport has been chosen by Google as a worldwide success case for its logic of Prefetching Articles, which has brought significant optimizations to the portal: the implementation of Google's AMP modules and the adoption of techniques for prefetching articles have allowed to speed up the loading of pages and improve the organic positioning of the portal, increasing by 45% the volume of traffic from web searches.

During the second day of the conference, the brilliant results of Virgilio Sport were presented in the speech "Speed at Scale: Web Performance Tips and Tricks from the Trenches", with a focus on how to optimize web performance.

A significant recognition for Italiaonline, which was mentioned together with major players on the international digital scene such as Ebay, Twitter and Netflix.

An acquired know-how that brings benefits to all users of the Group's web properties and that Italiaonline will also share with its customers, in the continuous process of improving the products and services that the company makes available to Italian companies.

"Participation in Google I/O 2019, an event of international importance for the sector that brings together professionals from all over the world, is a great achievement for Italiaonline - said **Carlo Meglio**, Chief Development and Innovation Officer of Italiaonline - It is also an opportunity for our team to be updated on the latest trends in the digital world, constantly evolving, and thus always be at the forefront to share with our customers and users all our know-how".

(N.B. This is a translation of the Italian press note)

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ITALIAONLINE

Italiaonline - società quotata sul MTA di Borsa Italiana - è la prima internet company italiana con 4,8 milioni di utenti unici* che navigano ogni giorno sulle sue web property, di cui 3,2 milioni da mobile, ed una market reach del 63%**.

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 oltre 660 agenti che costituiscono la più grande rete italiana di consulenti di servizi e prodotti per le grandi e piccole imprese.

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* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs dicembre 2018

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