

Corporate Presentation

October 2015

THE AD-TECH GROUP



MOBILE MARKETING



PERFORMANCE

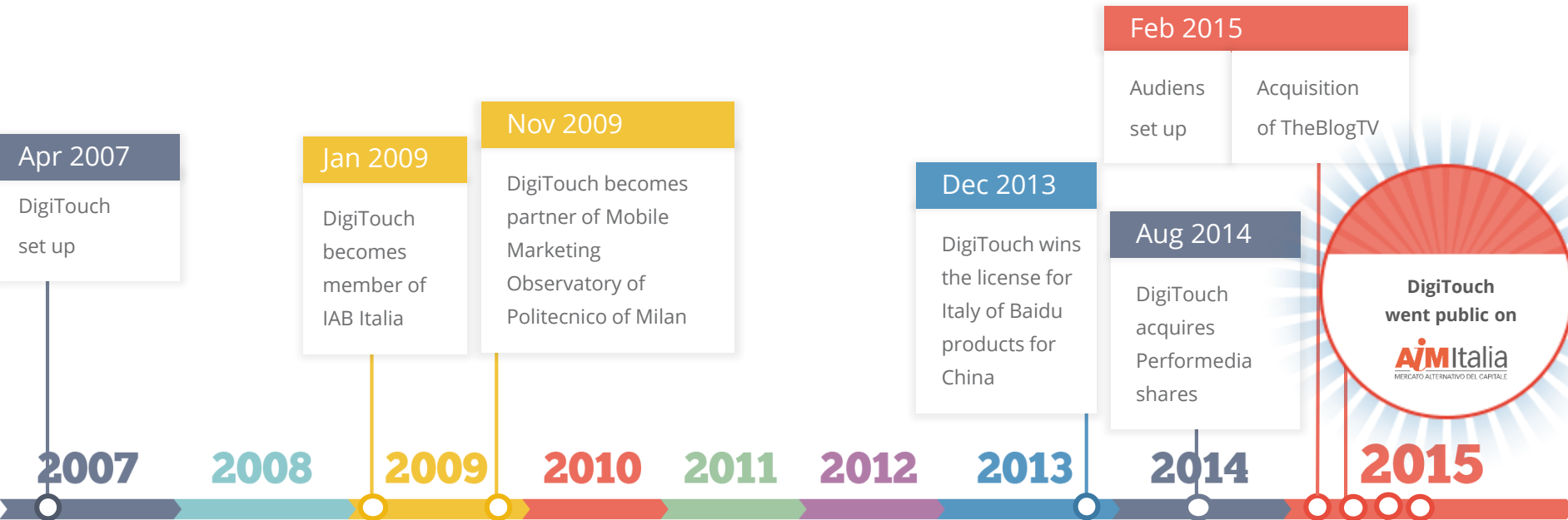


SOCIAL



MOBILE DMP

DigiTouch Group: Equity Story



16th March 2015: DigiTouch went public on AIM Market

IPO: 4,288 million stocks at price of 2,3 Euro per share and 1.000 convertible bonds (total value about 13 milion Euros)

Floating capital: 31,6%

Market cap: 33,1 million Euros

Within the end of 2015, the Group aim at:

- consolidating its positioning on the Italian market;
- scouting international expansion opportunities;
- strenghtening its technology assets.

May 2015
Acquisition of BackOffice Srl, owner of MutuiPerLaCasa.com and TassoAlert mobile app.

Jul 2015
Acquisition of CRM Srl, company that controls E3.

Sept 2015
Automotive DigiTouch Solutions Srl set up and launch www.autoandplus.com



DigiTouch Group is a public company listed on AIM Italy Market since March the 16th, 2015. More details on <http://www.gruppodigitouch.it/en/investor-relations>



- > **277 clients in 2015**
- > **+30% towards 2014**
- > **Yearly media budget under management: 100 million of Euros**



1st mover in Mobile Big Data market, with the aim of a rapid international growth and to support Telcos in the monetization of their Data

On the market since 2007 and with **many years of experience in the development of owned technological assets** for the optimization of ROI advertising campaign through tools of profiling, data enrichment and media planning algorithm



Almost ten years of strong relationships **with medium and big size clients**, IT Providers and web publishers

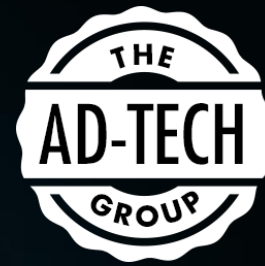


Headquarter in Milan and other office in Rome.
About **100 employees**



Management team composed by **pioneers in the Italian digital marketing market**

Vision



THE LARGEST INDEPENDENT DIGITAL ADVERTISING PLAYER IN ITALY

WITH A **GLOBAL 1ST MOVER ADVANTAGE**
ON MOBILE PROFILING, ABLE TO SUPPORT ITS CLIENTS
THANKS TO **INTEGRATED OFFER** MADE UP OF **DATA MANAGEMENT**
AND **ADVERTISING** PRODUCTS AND WITH **VERTICAL** OFFERS.

THE ITALIAN LEADER IN
MOBILE ADVERTISING
SERVICES

DIGIMOB
Mobile Solution Provider

STRATEGIC MEDIA PLANNING
WITH **PERFORMANCE**
APPROACH

DIGITOUCH
AGENCY



perforMEDIA
planning with digital DNA

A 1ST MOVER
IN THE EUROPEAN **MOBILE**
PROFILING DATA MARKET

audiens

VERTICAL COMPARABLE

@MutuiCasa.com[®]
perla

AUTO&Plus

Specialties

01

MOBILE MARKETING

We offer **services of mobile advertising** on Smartphone, Tablet and new connected devices; we look after the **realization of Digital Special Projects**

We define **strategies of communication on social channels** and we manage original projects to engage and entertain the audience in different ways: **editorial content, Branded Content video, digital PR**

SOCIAL & BRANDED CONTENT

04

MOBILE MARKETING



PERFORMANCE



AD-TECH



SOCIAL



MOBILE DMP

02

PERFORMANCE

We develop advertising campaign with an **approach aimed at the result, the performance, the creativity and the data management**

We have developed a **technological platform for the management of anonymous and authorized clusters, owned by telcos** for their enhancement in the mobile advertising media planning campaigns

MOBILE DATA PROFILING

03

Last rewards



According to a Research run by Politecnico of Milan's School of Management in September 2014 (interviewed panel: 18 companies and 12 media agencies in Italy) **DigiTouch Group, thanks to DigiMob, is in pole-position among the "mobile sales houses"** and in the interviewees' top of mind with a percentage of 60%.

*This Institute has also observed that **Perfomedia** is considered by the market the **first Italian agency that offers advertising cross-planning both on traditional and digital media.***



DigiTouch Group has been multi-rewarded in these years, in occasion of different Media & Advertising Awards. The last reward our Group received (June 2015) is the **Premio internazionale Le Fonti®** as "Company of the year, Digital Advertising"



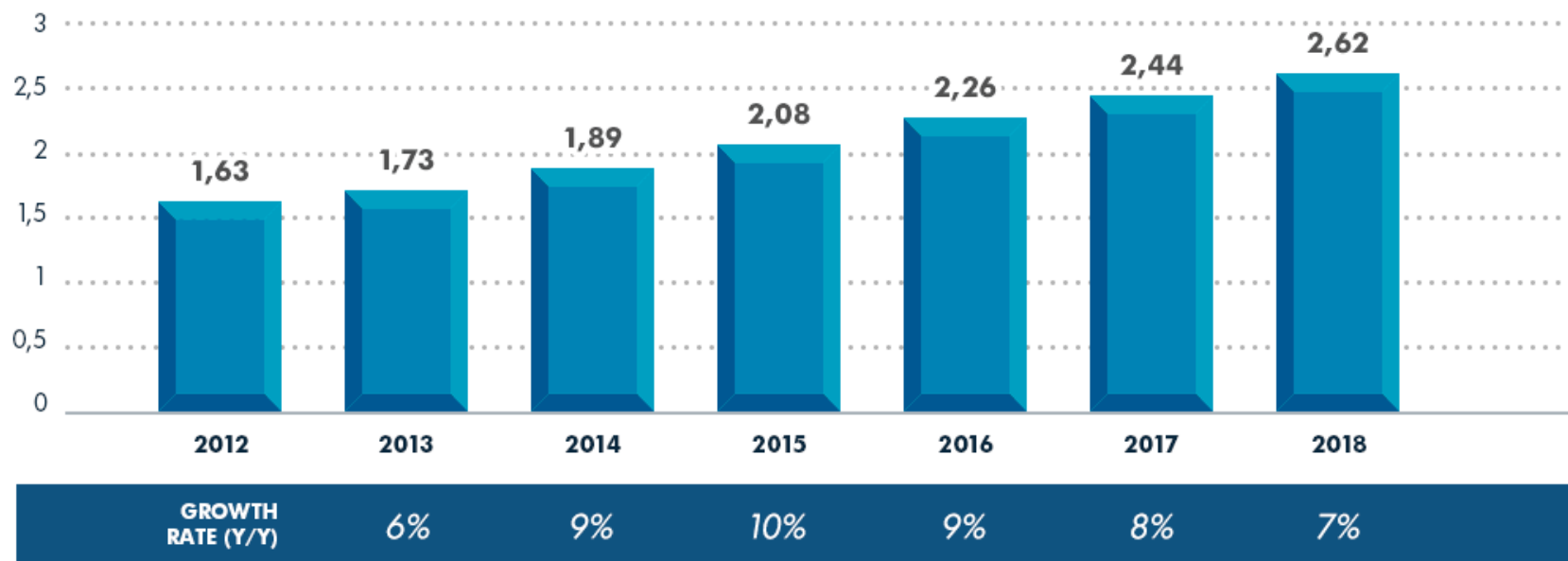
The Group has received two relevant rewards in social marketing, thanks to **E3**: in 2012 E3 received the «**Facebook Preferred Marketing Developer**» badge and in July 2015 **Twitter** mentioned **Unieuro's** advertising campaign, realized by E3, as an international success case.





Digital Ad Spending

BILLION USD



Note: includes advertising that appears on desktop and laptop computer as well as mobile phones and tablets on all format mentioned.

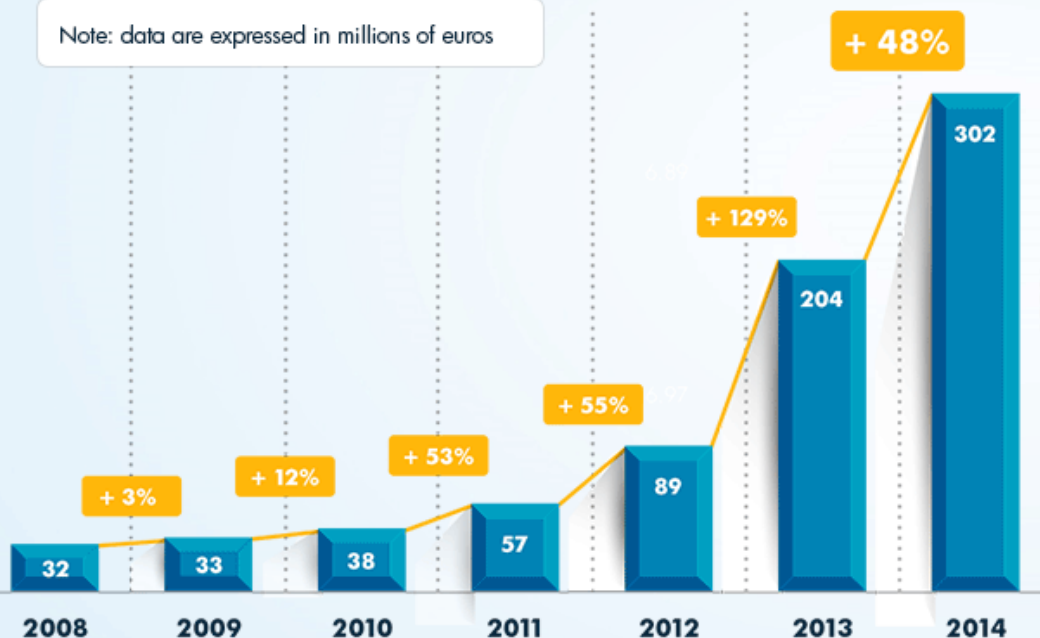
Source: eMarketer March 2014

The turnover of mobile advertising in Italy has reached 302 millions of euros in 2014.

The growth yoy is +48%. The weight of mobile advertising over the internet media advertising in 2014 has been 15% compared to the 10% of the previous year.

Mobile Advertising: Italy trend 2008-2014

Note: data are expressed in millions of euros



Source: Report «Osservatorio Mobile Marketing & Service: la partita si fa seria!» - Politecnico of Milan, January 2015

The weight of Mobile Advertising over the other media in Italy



| | 2011 | 2012 | 2013 | 2014 |
|-------------------------------|------|------|------|------|
| Mobile Adv* / Internet Adv | 3% | 5% | 10% | 15% |
| Mobile Adv / Totale Media Adv | 1% | 1% | 3% | 4,5% |

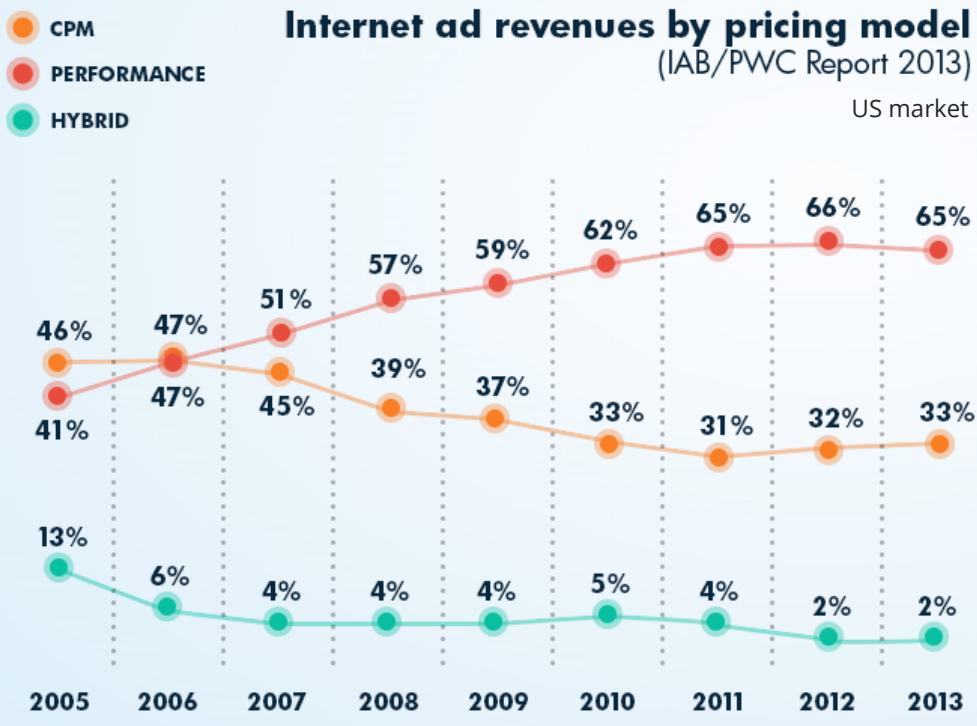
* Il valore del Mobile Adv qui utilizzato esclude la componente della Messaggistica

Historical pricing model (US – 2013)

Performance-based pricing remains the preferred model

- Performance-based pricing, the leading pricing model since 2006, declined slightly to 65% of total revenue in 2013 from 66% in 2012.
- CPM/impression-based pricing gained in the first six months of 2013, up to 33% of revenues from 32% in 2012. At 33% of total revenues, CPM is at its highest point since 2010.
- Hybrid pricing remained at 2% of total revenues in 2013, consistent with the 2% reported in 2012.

Source: IAB/PwC Internet Ad Revenue Report, 2013



Performance advertising (programmatic) represents a kind of display advertising, based on revolutionary logics of media buying and planning.

Permedia is one of the players of performance advertising's (programmatic) supply chain in Italy.

Italy Advertising Market - Key Sectors

| Settori | Totale Inv. | | Media Mix (analisi su dati nielsen dell'AGCom dati 2011) | | | | | | | Val. Mercato on line '11 | Val. Mercato on line '14x6 |
|------------------------------|------------------|--------------|--|-------------|----------------|--------------------|-------------|-------------|--------------|-----------------------------|-------------------------------|
| | 2014 | Totale Mezzi | TV | Radio | Editoria Quot. | Editoria Periodica | Pubblicità | Cinema | Internet | | |
| Alimentari | 726.645 | 14.6% | 20.7% | 8.2% | 2.0% | 6.9% | 5.0% | 10.4% | 2.8% | 20.346,1 | 122.076,4 |
| Automobili | 594.541 | 11.2% | 11.6% | 23.4% | 10.1% | 3.9% | 11.5% | 18.8% | 9,7% | 57.670,5 | 346.022,9 |
| Telecomunicazioni | 474.660 | 9.3% | 12.3% | 8.2% | 3.5% | 1.3% | 11.5% | 3.3% | 9,2% | 43.668,7 | 262.012,3 |
| Abbigliamento | 294.829 | 6.2% | 2.5% | 1.6% | 7.6% | 27.0% | 17.0% | 7.7% | 1,8% | 5.306,9 | 31.841,5 |
| Cura persona | 286.737 | 4.4% | 4.4% | 2.0% | 1.5% | 10.6% | 2.9% | 2.0% | 1,5% | 4.301,1 | 25.806,3 |
| Media | 280.827 | 4.8% | 4% | 8.4% | 4.2% | 2.0% | 2.9% | 10.0% | 14,1% | 39.596,6 | 237.579,6 |
| Distribuzione | 267.504 | 4.1% | 3.0% | 9.4% | 7.2% | 2.0% | 8.4% | 1,4% | 6,6% | 17.655,3 | 105.931,6 |
| Health care | 267.065 | 3,7% | 4,7% | 2,6% | 1,3% | 3,1% | 0,3% | 1,9% | 1,1% | 2.937,7 | 17.626,3 |
| Toilettes | 266.707 | 1,9% | 1,0% | 0,0% | 3,8% | 6,0% | 2,0% | 3,0% | 0,6% | 1.600,2 | 9.601,5 |
| Bevande/Alcolici | 255.011 | 5,5% | 7,3% | 4,9% | 2,1% | 2,5% | 3,2% | 9,1% | 1,8% | 4.590,2 | 27.541,2 |
| Finanza/Assicurazioni | 222.619 | 4,2% | 3,1% | 6,6% | 6,2% | 2,2% | 3,0% | 4,5% | 13,5% | 30.053,6 | 180.321,4 |
| Abitazione | 199.214 | 3,7% | 2,8% | 3,1% | 4,7% | 8,3% | 5,9% | 1,3% | 0,8% | 1.593,7 | 9.562,3 |
| Gestione casa | 183.385 | 3,6% | 5,1% | 2,4% | 0,6% | 2,0% | 0,9% | 0,7% | 0,7% | 1.283,7 | 7.702,2 |
| Tempo libero | 131.541 | 2,2% | 1,8% | 3,0% | 2,5% | 2,0% | 4,0% | 2,2% | 6,4% | 8.418,6 | 50.511,7 |
| Industria/Edilizia | 130.723 | 2,0% | 1,8% | 1,9% | 2,8% | 2,1% | 1,8% | 3,4% | 1,9% | 2.483,7 | 14.902,4 |
| Oggetti Personali | 125.791 | | | | | | | | | - | - |
| Turismo/Viaggi | 122.466 | 2,0% | 1,0% | 3,5% | 4,0% | 3,5% | 3,1% | 3,1% | 3,7% | 4.531,2 | 27.187,5 |
| Servizi Professionali | 107.708 | 1,9% | 0,6% | 1,2% | 5,4% | 2,0% | 2,6% | 0,6% | 9,2% | 9.909,1 | 59.454,8 |
| Varie | 97.751 | 4,0% | 0,1% | 0,0% | 23,7% | 2,0% | 0,8% | 0,0% | 5,6% | 5.474,1 | 32.844,3 |
| Giochi/Articoli scolari | 77.330 | 1,3% | 2,0% | 0,2% | 0,1% | 0,4% | 0,3% | 2,9% | 0,8% | 618,6 | 3.711,8 |
| Enti | 69.613 | 1,5% | 1,0% | 2,2% | 2,8% | 1,3% | 5,0% | 4,8% | 2,4% | 1.670,7 | 10.024,3 |
| Elettrodomestici | 55.377 | 1,9% | 2,2% | 0,6% | 1,0% | 2,1% | 0,6% | 4,6% | 1,7% | 941,4 | 5.648,5 |
| Informatica | 51.300 | 0,7% | 0,2% | 1,2% | 1,1% | 1,4% | 0,6% | 1,0% | 3,1% | 1.590,3 | 9.541,8 |
| Moto/Veicoli | 37.190 | | | | | | | | | - | - |
| Totale | 5.326.534 | | | | | | | | | 266.242 | 1.597.453 |
| Altro non allocato | 1.173.466 | | | | | | | | 3,0% | 35.204,0 | 211.223,9 |
| Mercato Italiano | 6.500.000 | | | | | | | | | 301.446,1 | 1.808.676,4 |

- **Technology and its usage are definitely and totally central**, both in planning and in execution of all Digital Marketing Activities
- Effective Technology Assets are based on the **integration** between property tools and Global Open Technology Excellences
- **Proper usage of the Data** is the key Value Added (DMP) and the extraction and ownership of the data. Still majority of the data are not used yet
- Major Awareness of Large Corporation for the possibility to increase performances **using their own data**
- **Consolidation in place** in the market: minor players are acquired by majors one

**Premium factors for selection of Digital Agency: flexibility, client care
use of technology and data,
Opportunities for emerging players determined to acquire new clients.**

Our Technological leadership

We have at our disposal **owned platforms, integrated with the worldwide technological excellences:**

- Our technological architecture is unique in Italy thanks to relevant development efforts;
- Our optimization tools are the result on one hand of years of experience and innovation and on the other hand of the integration with all the Italian web.



PERFORMANCE

Only with technologies optimization is possible to grant **higher and cost-effective performance.**



INNOVATION

We constantly take care of R&D tools able to **improve our client's advertising campaigns' performance.**

THE PILLARS OF OUR TECHNOLOGICAL PLATFORM'S ARE:

audiens

Owned
Technology

DIGIDASHBOARD

Owned
Technology

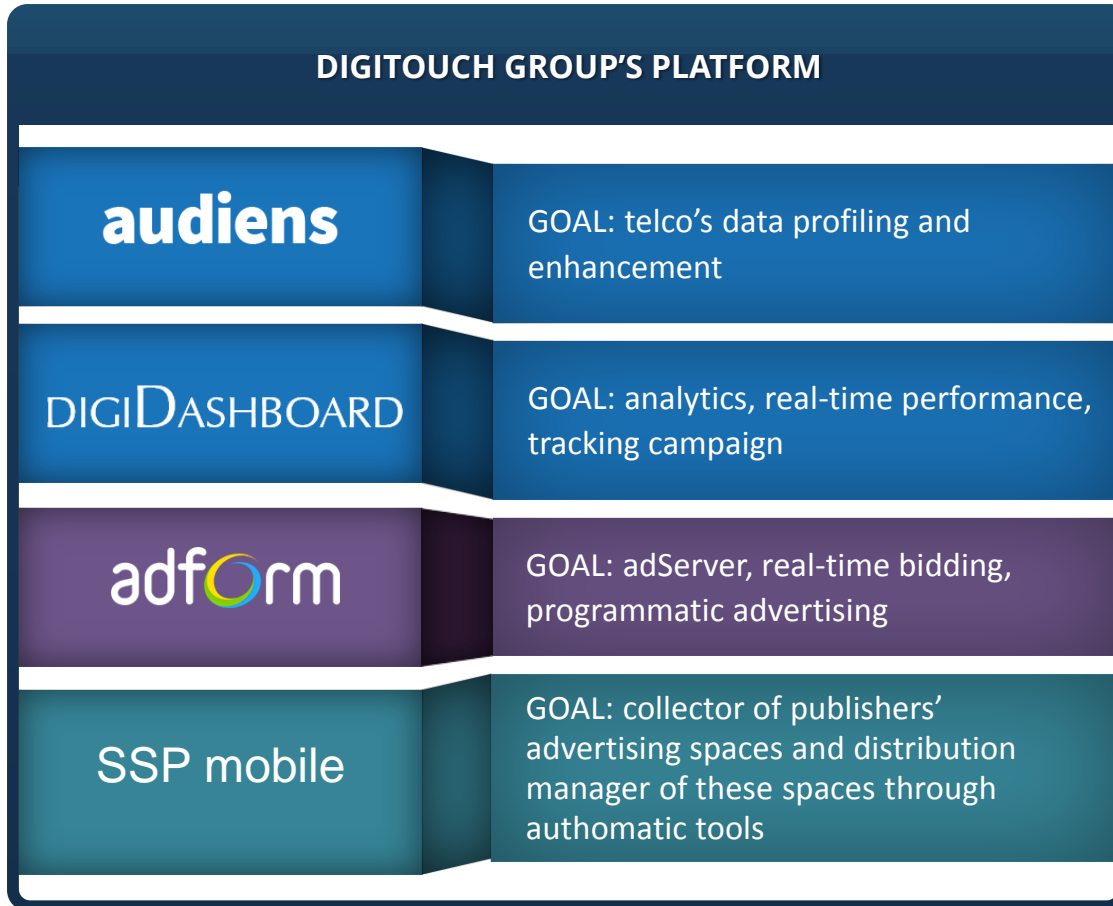
adform

Integrated
Technology

Mobile SSP






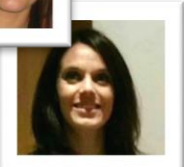


Co-Owned
Technology

In order to grant better, faster and cost-effective results, we use innovative and highly-efficient technological tools.



” *Digital marketing success relies on the correct use of technologies (75%) and the development of owned technologies (25%) - Seth Godin*

DigiTouch Group: Management Team

| PEOPLE THAT SUPPORT THE STRATEGY IMPLEMENTATION | BACK GROUND |
|---|--|
|  <p>Simone Ranucci Brandimarte (BoD) DigiTouch Group Chairman</p> | <p>Entrepreneur & Co-founder of Multiple Ventures Goswiff CEO, President & Founder Glamoo Co-Founder of Buongiorno - CEO Buongiorno Mitsui Asia JV Started Career in Accenture, Strategic Services</p> |
|  <p>Paolo Mardegan (BoD) CEO DigiTouch</p> | <p>Premium Services Director - NeoNetwork Director for New Product Development - Buongiorno S.p.A. Well known writer and Blogger - Mobile & web marketing</p> |
|  <p>Matteo Antonelli (BoD) CEO Performedia</p> | <p>Global Trade Marketing Director - Indesit Marketing manager Coca Cola Product Manager - Yomo</p> |
|  <p>Marko Maras (Key People) CTO DigiTouch Group</p> | <p>Founder & CEO of OneBip (sold to Neomobile) Founder of Simple Ventures IT Manager at In3 Internet Ventures</p> |
|  <p>Michela Rizzo (Key People) CFO DigiTouch Group</p> | <p>Controller in Vodafone Auditor In PwC</p> |
|  <p>Veronica Maccani (Key People) Investor Relator, Marketing & Communication DigiTouch Group</p> | <p>Advertising & Brand Specialist in Vodafone Event Specialist in Wireless</p> |
|  <p>Daniela Robba (Key People) Head of Business Development</p> | <p>Head of Milan Office, TheBlogTV COO in DMC - Manager in DMC-Fullsix Marketing Manager in Bibop Research</p> |
|  <p>E3 Management team (Key People) CEO and 2 Key Managers</p> | <p>Fabio Racchini Federico Ceccarelli Maurizio Mazzanti</p> |

Structure: 6 Business Units

Well-known and recognized professionals

GRUPPO
DIGITOUCH
Paolo Mardegan

BOARD OF DIRECTORS

| | |
|----------------------------|------------------------|
| Simone Ranucci Brandimarte | Chairman |
| Paolo Mardegan | Group CEO |
| Matteo Antonelli | Executive Director |
| Daniele Meini | Non Executive Director |
| Mauro Del Rio | Independent Director |

CORPORATE FUNCTIONS

MOBILE SOLUTION PROVIDER



DIGIMOB

Paolo Caldara

MOBILE CERTIFIED NETWORK

EXCLUSIVE PARTNER OF SOME TELCOS

AGENCIES

| | | |
|--|----------------------------|---|
|  planning with digital DNA | DIGITOUCH AGENCY |  |
| <i>Matteo Antonelli</i> | <i>Daniela Robba</i> | <i>Fabio Racchini</i> |
| STRATEGIC CONSULTANCY | | |
| OFFLINE MEDIAPLAN | MOBILE ADVERTISING | DEVELOPMENT OF CREATIVE STRATEGIES |
| ONLINE PRODUCTION CREATIVITY | | |
| MEASUREMENT, OPTIMIZATION, PROGRAMMATIC MEDIAPLAN (RTB AND PREMIUM-MARKET-PLACE) | | |
| PERFORMANCE & BRANDING ONLINE ADVERTISING | | |
| SOCIAL & BRANDED CONTENT | | |
| VIDEO PRODUCTION | | |
| DIGITAL PR | | DIGITAL PR |

MOBILE DMP


audiens

Marko Maras

PROFILING & DATA SEGMENTATION

EXCLUSIVE PARTNER OF TELCOS

VERTICAL COMPARABLES


AUTO&Plus

Edoardo Merenda | Morena Giordano

DEDICATED ADVERTISING OFFER RESPECTIVELY FOR:

- FINANCE & INSURANCE
- AUTOMOTIVE

HR Situation



Male:

45



Female:

53



Milan:

87



Rome:

11

Splitted by business unit

audiens



5

DIGITOUCH
Holding



7



11

DIGITOUCH
Agency



4



15

DIGIMOB



2



8



13



12

|perforMEDIA



8



11

@MutuiCasa.com
per la



1

AUTO&Plus



1



NEW CLIENTS ACQUISITION AND INTEGRATED MARKET OFFER

- Improve number and quality of **tenders** on important advertising budgets
- Widening **offer portfolio**
- Develop **cross selling and up selling** commercial activities
- Leverage investments in **key marketing, data, analytics, and intelligence platforms**



PROVIDERS & MEDIA COSTS & OPTIMIZATION

- Audiens is a provider of Performedia & DigiMob widening the market offer
- DigiMob is a provider of Performedia
- Increase the overall amount of media buying permits to **improve the bargain power and kick back commissions**



CORPORATE FUNCTIONS OPTIMIZATION

- **Economies of scale of central costs**
- Corporate functions centralized and **cost synergies**
- Improve **net working capital management**
- **Easier access to banking facilities** to support further growth

KNOW HOW

- **R&D centralized**
- Market Analysis, M&A scouting, observatory and relationship with institutions centralized
- **Know How sharing** processes in place

1. DigiTouch Agency:

Positioning

Olystic approach to communication world;

Team with competences able to manage various needs of the market;

Consultant approach able to create well structured relationship based on a trustable view

Services

ADVERTISING PROJECTS

- › Mobile Rich Media e Native Adv
- › Mobile Display & Landing Page
- › Video Adv on Mobile
- › App-up!
- › Couponing
- › Google Sem & Display
- › DEM & DDD
- › Video Pre-roll Web
- › Display Social
- › Connected Tv
- › Baidu
- › Wearable Device, Internet Of Things

SOCIAL & BRANDED CONTENT

- › Digital Strategy & Content Creation:
- › Social media strategy & management
- › Community building
- › Branded content, Video and other

Clients



2. Perfomedia

Positioning

Focus mainly on performance

Strong competence on finance world;

Strong competence on off line and digital pr world.

Services

DIGITAL ADVERTISING SERVICES

- › Mobile Adv;
- › SEO, SEM;
- › DEM
- › Media Platfomr (DSP, DMP);
- › Social Ads;
- › Creativity
- › Digital development

OFFLINE ADVERTISING SERVICES

- › Advertising planning off line;
- › Promotion;
- › Public relation;

Clients



3. E3

Positioning

E3 is the social agency of the Group;

Strong focus on social activities (not only adv driven);

Strong focus on development of applications and projects.

Services

- › Creativity & Development
- › Management of advertising campaigns
- › Development of sites, advergaming, social and mobile applications.
- › Media Planning & Buying
- › Strategic planning and management of inventory
- › Tracking, competitor analysis and post campaign review
- › Social Media Marketing & Digital PR
- › Development and management of a structured presence on social media;
- › Digital PR & Social Events

Clients



4. DigiMob

Positioning

It's the mobile and new device sales house of DigiTouch Group specialised on mobile advertising services on smartphone, tablet and new devices.

DigiMob has 4 different strong competences areas:

- › *Advertising;*
- › *Proximity marketing;*
- › *Mobile App;*
- › *Data Management*

Services

- › SMS Advertising;
- › Mobile Advertising;
- › Mobile Rich Media,
- › Geofencing;
- › App Install;
- › Download installation;
- › Couponing

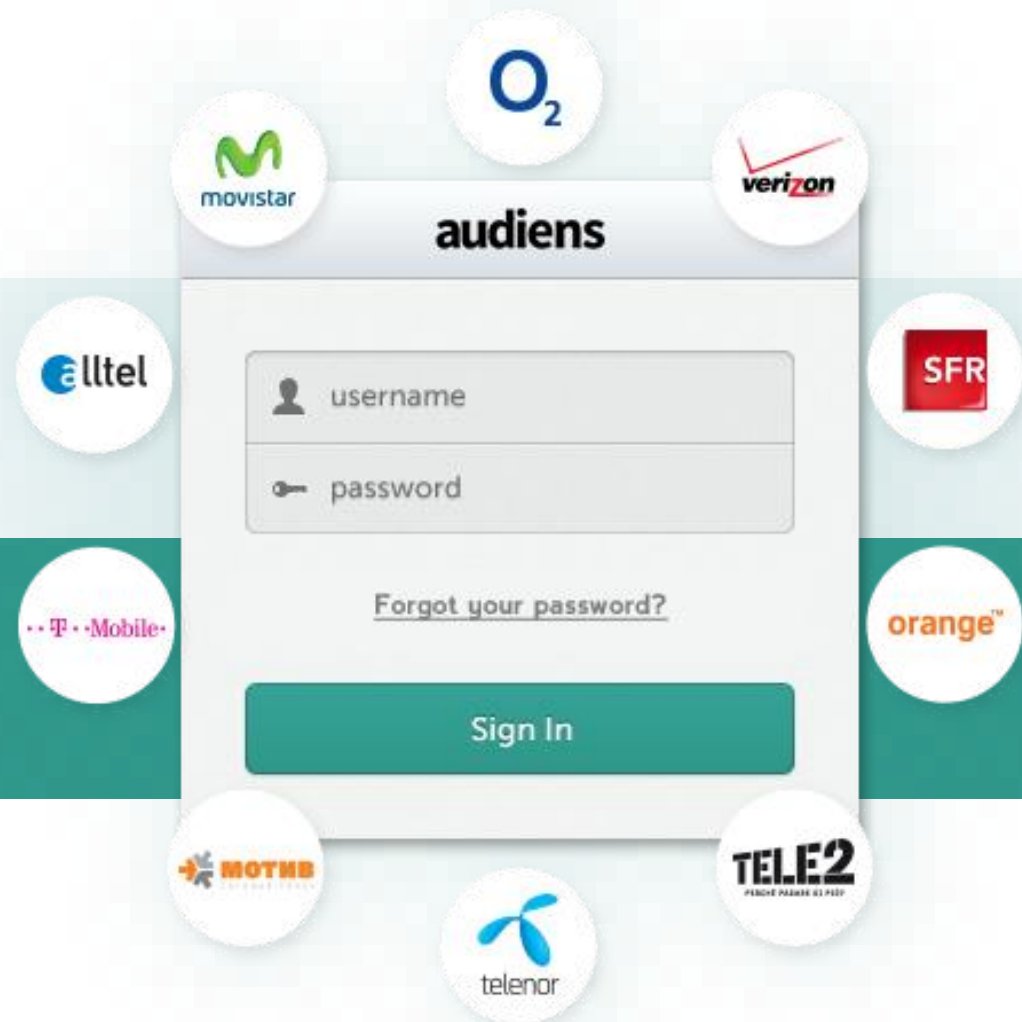
Clients



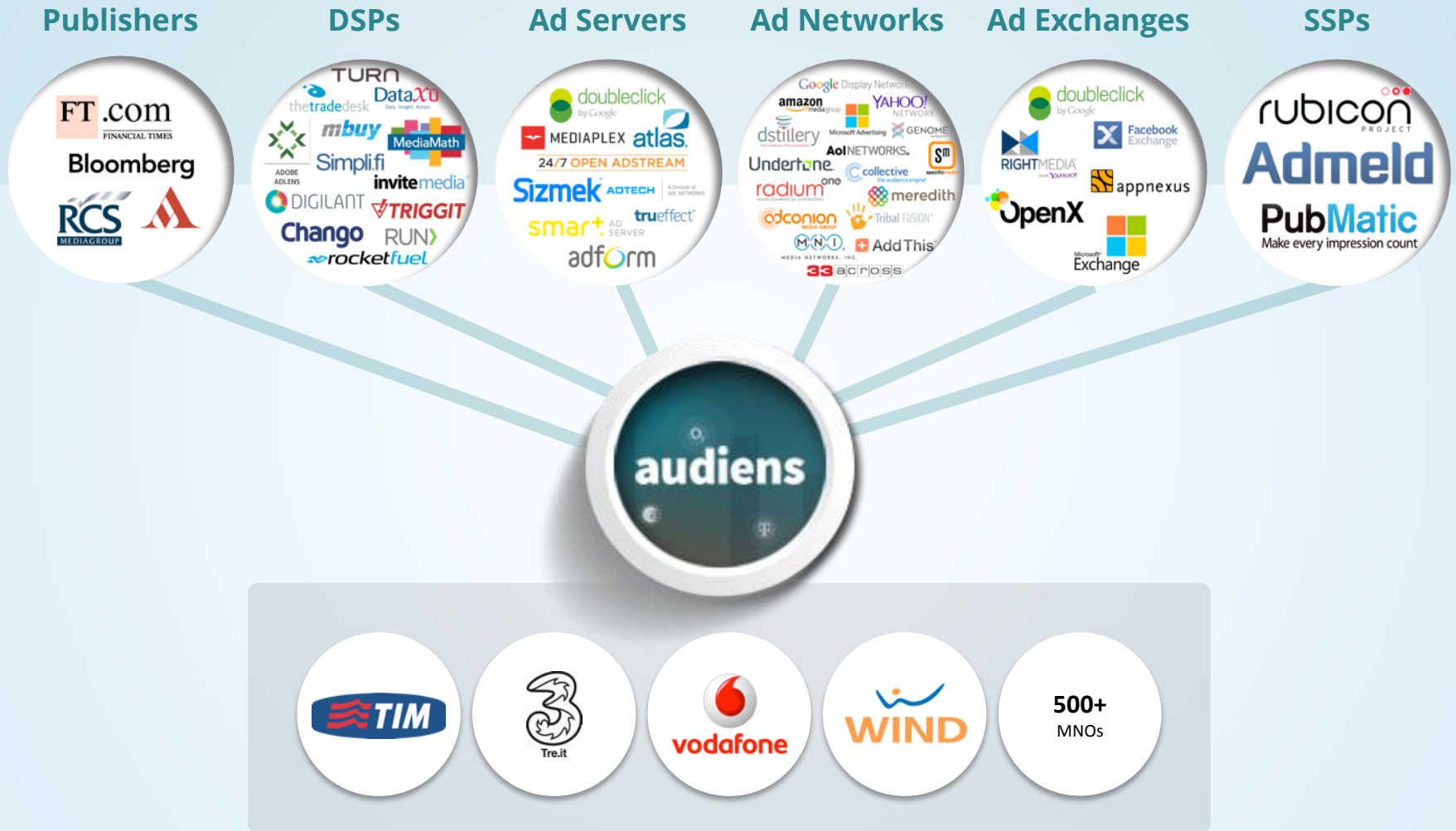
5. Audiens: the first mobile DMP

It's the first aggregation and cross operator data platform.

Data certified not based on cookies.



5. Audiens: positioning



6. Vertical comparables: MutuiperlaCasa GRUPPO DIGITOUCH

Positioning

MutuiperlaCasa is one of the most important Italian web sites that manages comparison of offers with selected financial partners and banks for all people that are looking for a loan

Services

Mutuiperlacasa gives:

- › Lead generation services;
- › Branding services;
- › Both on DESKTOP both on MOBILE

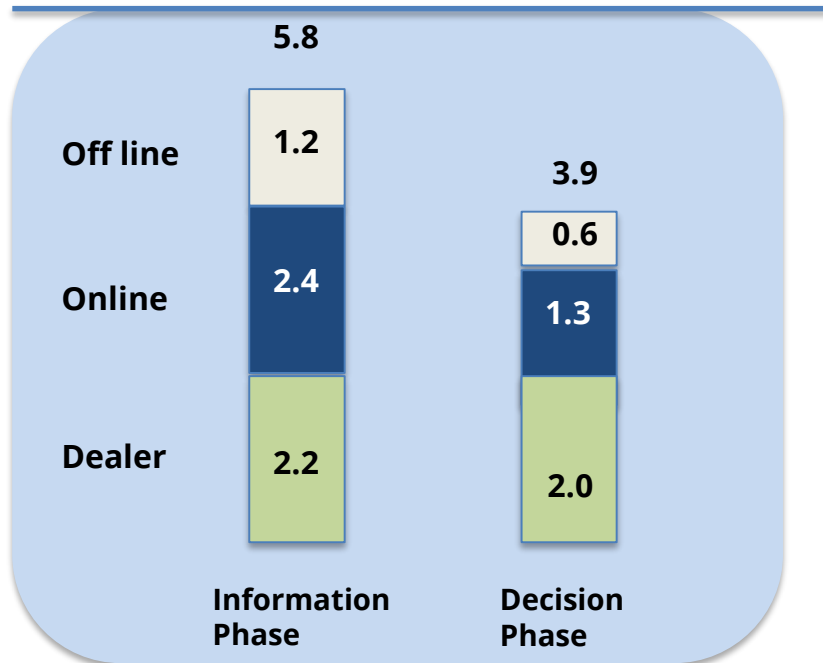
Clients



6. Vertical comparables: Auto & Plus

The information to search and buy a car are always more taken from internet. Some websites are leading to PPS (pay per sale).

Number of touch point during Information and Decision Phase (Automotive)



**The retail automotive industry is finally entering into the multichannel distribution age with a crucial role from third party sites
DigiTouch lunches a new vertical in Italy by the end of Sept. '15**

- **Location:** **Via Boscovich (250 sm):** location of the DigiTouchLab – DigiTouch seed accelerator with a unique industrial view
- **Focus:** **start up in the seed phase with a digital/mobile advertising business model**
- **Start up in place** **Paesionline; Spotonway**
- **Services provided business** **mentoring, start up support in commercial strategy definition, db sales, planning supervision, working spaces**
- **Couterparties** **a fee for seat requested or a % of the start up capital**

| Type | Amount | Purpose | Provider |
|---|------------------------|--|---|
| Set-Up- Pre-seed- before trading | Varies Up to £100k | Get the business set-up- e.g. legal fees, Equipment, website, accommodation | Founders ‘bootstrap’, - Sweat Capital, Family & Friends, Personal Loans & Credit Cards. Over 90% of new businesses start-up on less than £10,000 |
| Research & Development Capital (If doing something new and innovative) | Varies Up to £0.5m. | Proof of Concept Funding. Market testing Intellectual Property Registration. Time | Bootstrap- self-financing from savings or earnings achieved whilst working elsewhere Private investors alone or in groups. (e.g. People Fund it) Government Grants/ Tax Incentives e.g. TSB Open Innovation Collaborations with industry/ HEI |
| Working Capital | Varies | To fund cashflow cycle (once you have orders) | Customers & Suppliers Banks/ Factorers/ Invoice Discounters/ CDFI’s and new debt players e.g. Market Invoice |
| Equity Investment | 100K- 1m | Commercialisation of “proven” technology/ business model. Roll out of growth plans | Private investors alone or in groups/ dedicated seed funds, Business Angels (e.g. Angel Capital) and Crowdfunders (e.g. Crowdcube) |

Our Clients portfolio

| | 2012 | 2013 | 2014 | 2015 |
|--|------|------|------|------|
| Active Clients | 99 | 122 | 186 | 277 |
| Percentage of business from direct Clients | 55% | 63% | 74% | 92% |

In 2016 DigiTouch will benefit of a strong process of accreditation and commercial development in order to attend tenders with the following target:



Relationship of development with 200 companies with which we have never worked before



Presence in about **30 tenders** aimed at selecting a media and creative partner



Acquisition of almost 10 new clients through the tenders

Clients

Here following some of the Clients we work for:

| | | | |
|---|---|--|--|
|  <p>Automotive</p> |  Audi  BMW  CITROËN  FIAT  Mercedes-Benz  PEUGEOT  TOYOTA  VW |  adidas  carpisa  LACOSTE  Reebok  SILVIAN HEACH  THE NORTH FACE  Yamamay |  <p>Fashion & Sport</p> |
|  <p>Financial Services</p> |  Agos  AMERICAN EXPRESS  BPM BANCA POPOLARE DI MILANO  CartaSi  Deutsche Bank  IWBanck  UBI Banca Fare banca per bene.  VISA |  ALFA WASSERMANN  BAYER  gsk  NOVARTIS  Pfizer  Reckitt Benckiser  SANOFI  Zambon |  <p>Pharma & Healthcare</p> |
|  <p>Retail & E-commerce</p> |  DALANI  DECATHLON  EATALY  IKEA  MediaWorld  privalia  saldiPrivati  unieuro |  eni  Posteitaliane  illumia  IP  seatPG  TELEPASS  TOTALERG  UDISENS |  <p>PA & Utilities</p> |
|  <p>Entertainment & Travel</p> |  Disney  EAGLE PICTURES  KLM  Lufthansa  PANINI  SONY MUSIC  WB |  BACARDÍ  Galbani  Gran Pavese  Kellogg's  MARTINI  RINGO  PUMA  Santa Anna |  <p>Food & Beverage</p> |
|  <p>Hi-tech</p> |  BOSE  CANDY  Canon  DAIKIN  Nikon  SAMSUNG  SONY  TOSHIBA |  eolo  FASTWEB  INFOSTRADA  Poste mobile  TIM  3  vodafone  WIND |  <p>Telco</p> |

Points of strength

Italian leader in digital marketing



We are **pioneers in Italian mobile advertising** market as we work in this field since 2008.



We are **first mover in the European mobile profiling market**: we have developed a mobile DMP able to clusterized telcos' audience data.

Our technology allows us to achieve **concrete and measurable results** and to plan **competitive activities** with reference to cost-effectiveness.



We offer a **wide portfolio of products and services** able to answer brand needs (awareness, performance, traffic building, etc.).



We have an integrated, scalable, flexible and competitive offer in comparison with the international competitors.



We work on **long-term performance projects** for big clients that belong to different verticals (finance, insurance, e-commerce, utilities, telcos, etc).



We have a **dedicated innovation team**, that constantly monitors the trend of the most avant-gard markets and that dialogues with the account team in order to create new products able to anticipate Clients' needs.

Credentials

Innovative technological architecture of ad-serving, DMP and optimization **owned tools**

Network of internal and external experts to satisfy every need of specialisation

Expert advice and reserved accounting

Excellent creative abilities for the production of campaign's materials

Innovative advertising solutions and technologies

Key focus on **details**

Transparency and both preliminary and **ongoing sharing of KPIs**

Experience in managing projects of key Clients, **with long term relationships**

High quality inventory

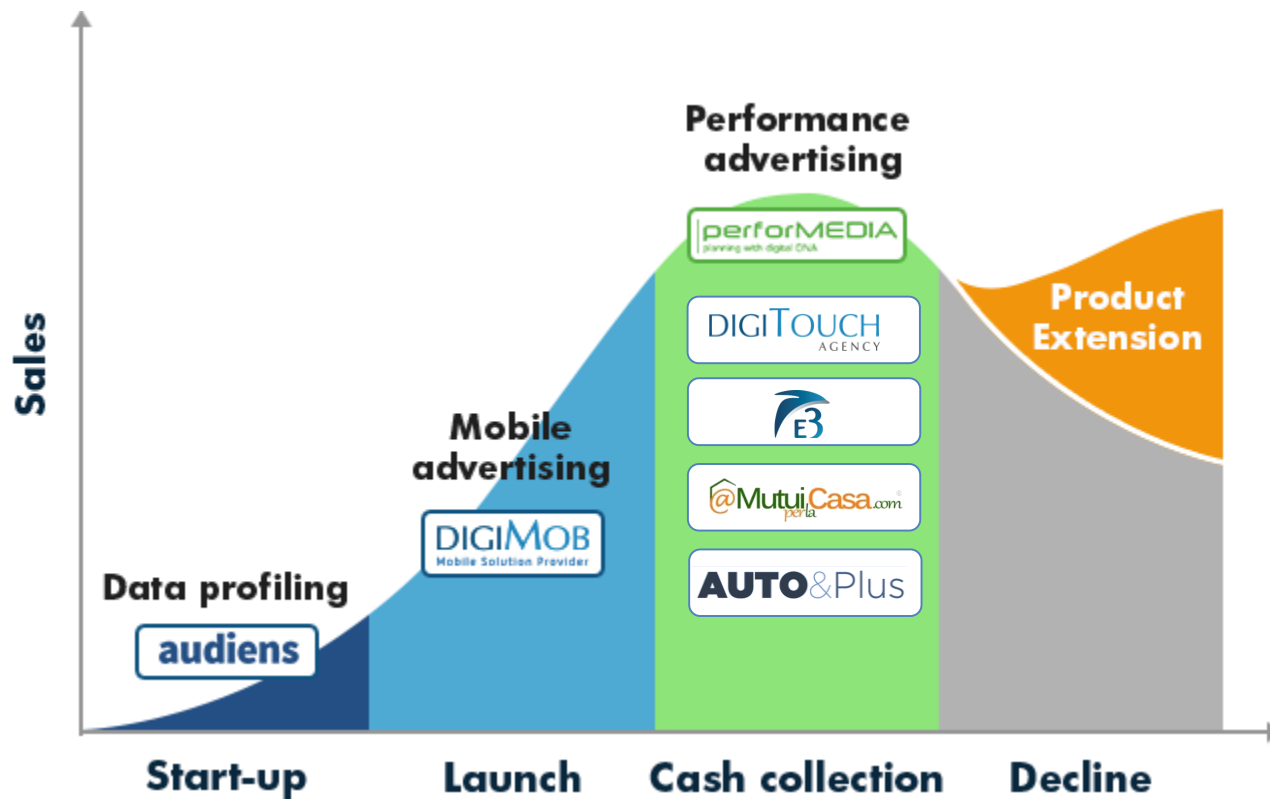
Planning on high potential channels

We are partner of:



Balance of major businesses lifecycle

DigiTouch lifecycles



Consolidated Proforma P&L '13-'14

Consolidated Proforma Profit and Loss

| €m | 2013PF | 2014PF |
|-----------------------|-------------|-------------|
| Revenues | 14.0 | 15.2 |
| <i>YoY %</i> | - | 8.7% |
| Cost of sales | (9.5) | (10.6) |
| Gross Profit | 4.5 | 4.6 |
| <i>Margin</i> | 32.2% | 30.4% |
| Personnel | (1.3) | (1.3) |
| Other operating costs | (0.7) | (0.4) |
| EBITDA | 2.4 | 3.0 |
| <i>Margin</i> | 17.4% | 19.5% |
| D&A | (0.5) | (0.5) |
| EBITA | 1.9 | 2.4 |
| <i>Margin</i> | 13.7% | 16.1% |
| Goodwill amortisation | 0.0 | (0.1) |
| EBIT | 1.9 | 2.3 |
| <i>Margin</i> | 13.7% | 15.3% |
| Interest | (0.0) | 0.0 |
| EBT | 1.9 | 2.3 |
| <i>Margin</i> | 13.7% | 15.1% |
| Income taxes | (0.7) | (0.8) |
| Net Income | 1.2 | 1.5 |

Consolidated Balance Sheet

| €m | 2013PF | 2014PF |
|-----------------------------|--------------|--------------|
| Trade receivables | 6.0 | 6.7 |
| Trade payables | (3.5) | (5.1) |
| Trade Working Capital | 2.5 | 1.5 |
| Other assets | 0.0 | 0.4 |
| Other liabilities | (3.3) | (2.3) |
| Net Working Capital | (0.8) | (0.4) |
| Goodwill / Intangibles | 3.2 | 7.6 |
| Fixed assets | 0.1 | 0.1 |
| Non-current assets | 3.3 | 7.8 |
| Provisions | (0.2) | (0.2) |
| Net Invested Capital | 2.4 | 7.2 |
| Net cash and equivalents | (0.7) | (2.2) |
| Long-term bank debt | 0.9 | 0.8 |
| Vendor loan | 0.0 | 5.5 |
| Net Debt / (Cash) | 0.3 | 4.1 |
| Equity | 2.1 | 3.0 |
| Sources | 2.4 | 7.2 |

ny data adjusted by EnVent Research to fully reflect the acquisition price of Perfo

Consolidated P&L '14-'18 (Envent)

Consolidated Profit and Loss

| €m | 2014PF | 2015PF | 2016E | 2017E | 2018E |
|-----------------------|-------------|-------------|-------------|-------------|-------------|
| Revenues | 15.2 | 24.2 | 28.8 | 33.7 | 39.5 |
| <i>YoY %</i> | 8.7% | 59.2% | 18.8% | 17.1% | 17.2% |
| Cost of sales | (10.6) | (15.5) | (18.4) | (21.7) | (25.6) |
| Gross Profit | 4.6 | 8.8 | 10.4 | 12.0 | 13.9 |
| <i>Margin</i> | 30.4% | 36.2% | 36.0% | 35.6% | 35.1% |
| Personnel | (1.3) | (2.0) | (2.2) | (2.5) | (2.7) |
| Other operating costs | (0.4) | (1.8) | (2.0) | (2.4) | (2.8) |
| EBITDA | 3.0 | 4.9 | 6.1 | 7.2 | 8.4 |
| <i>Margin</i> | 19.5% | 20.4% | 21.2% | 21.2% | 21.3% |
| D&A | (0.5) | (0.9) | (0.4) | (0.5) | (0.6) |
| EBITA | 2.4 | 4.1 | 5.7 | 6.7 | 7.8 |
| <i>Margin</i> | 16.1% | 16.8% | 19.7% | 19.7% | 19.8% |
| Goodwill amortisation | (0.1) | (1.0) | (1.0) | (1.0) | (1.0) |
| EBIT | 2.3 | 3.1 | 4.7 | 5.7 | 6.8 |
| <i>Margin</i> | 15.3% | 12.8% | 16.3% | 16.9% | 17.3% |
| Interest | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| EBT | 2.3 | 3.1 | 4.7 | 5.7 | 6.8 |
| <i>Margin</i> | 15.1% | 12.8% | 16.3% | 16.9% | 17.3% |
| Income taxes | (0.8) | (1.3) | (1.8) | (2.1) | (2.5) |
| Net Income | 1.5 | 1.8 | 2.9 | 3.6 | 4.4 |

Source: EnVent Research

Financial and economic data H1 2015 GRUPPO DIGITOUCH

Consolidated Profit and Loss Account of DigiTouch Group

| CONTO ECONOMICO RICLASSIFICATO CONSOLIDATO DEL GRUPPO DIGITOUCH | | | | | | |
|---|-------------|-------------------|-------------|------------------|------------------|--------------|
| (unità di euro) | | 1° Semestre | | 1° Semestre | | |
| | | 2015 | | 2014 (Pro-forma) | Variazione | |
| | | [A] | | [B] | [A]-[B] | % |
| | % | | % | | | |
| Ricavi operativi | 95,1 | 9.937.947 | 96,6 | 6.260.548 | 3.677.399 | 58,7 |
| Altri ricavi | 0,4 | 41.419 | 0,7 | 45.886 | (4.467) | (9,7) |
| Costi capitalizzati | 4,5 | 475.511 | 2,7 | 175.890 | 299.621 | 170,3 |
| Totale ricavi | 100 | 10.454.877 | 100 | 6.482.324 | 3.972.553 | 61,3 |
| Costi operativi | 76,0 | 7.950.246 | 69,1 | 4.477.818 | 3.472.428 | 77,5 |
| Costo del lavoro | 9,5 | 995.016 | 9,6 | 620.834 | 374.182 | 60,3 |
| EBITDA | 14,4 | 1.509.615 | 21,3 | 1.383.672 | 125.943 | 9,1 |
| Ammortamenti, svalutazioni, accantonamenti e oneri diversi | 4,6 | 483.258 | 4,3 | 276.872 | 206.386 | 74,5 |
| EBIT | 9,8 | 1.026.357 | 17,1 | 1.106.800 | (80.443) | (7,3) |
| Proventi/(oneri) finanziari | 1,0 | 102.172 | 0,1 | 8.028 | 94.144 | 1.172,7 |
| Rettifiche su attività finanziarie | (0,1) | (5.894) | 0,0 | - | (5.894) | n.a. |
| Proventi/(oneri) straordinari | 0,0 | (5) | 0,0 | 1 | (6) | n.a. |
| Utile ante imposte | 10,7 | 1.122.630 | 17,2 | 1.114.828 | 7.802 | 0,7 |
| Imposte del periodo | 2,9 | 305.766 | 6,5 | 418.516 | (112.749) | (26,9) |
| Utile netto consolidato | 7,8 | 816.864 | 10,7 | 696.313 | 120.551 | 17,3 |
| <i>di competenza:</i> | | | | | | |
| Gruppo | 5,7 | 595.123 | 7,5 | 484.541 | 110.581 | 22,8 |
| Interessenze di terzi | 2,1 | 221.741 | 3,3 | 211.772 | 9.969 | 4,7 |
| n.a. non applicabile | | | | | | |

Note:

The results of the controlled company E3 srl are not included in the business perimeter described in the Financial statement consolidated of DigiTouch Group at 30 June 2015, because E3 acquisition has been finalized in July 2015.

E3 results must be therefore considered as additional and will be valued in the Financial statement at 31 December 2015.

Financial and economic data H1 2015 GRUPPO DIGITOUCH

Balance sheet consolidated and reclassified of DigiTouch Group

| STRUTTURA PATRIMONIALE CONSOLIDATA RICLASSIFICATA DEL GRUPPO DIGITOUCH | | | | | | | |
|--|-----------------|--------------------|---------------|------------------|--------------------|------------------|--|
| | (unità di euro) | 30 giugno 2015 | | 31 dicembre 2014 | | Variazione | |
| | | [A] | | [B] | [A]-[B] | % | |
| | % | | % | | | | |
| Capitale immobilizzato | 132,3 | 6.133.526 | 120,1 | 3.796.017 | 2.337.509 | 61,6 | |
| Avviamento | 63,8 | 2.957.629 | 86,0 | 2.719.095 | 238.534 | 8,8 | |
| Costi di ricerca e sviluppo | 7,4 | 344.085 | 7,6 | 239.692 | 104.393 | 43,6 | |
| Altre attività immateriali | 57,0 | 2.644.064 | 21,8 | 689.482 | 1.954.582 | 283,5 | |
| Immobilizzazioni materiali | 3,4 | 156.650 | 3,2 | 102.448 | 54.202 | 52,9 | |
| Immobilizzazioni finanziarie | 0,7 | 31.098 | 1,4 | 45.300 | (14.202) | (31,4) | |
| Capitale di esercizio | (26,5) | (1.228.627) | (14,2) | (449.100) | (779.527) | 173,6 | |
| Crediti commerciali | 147,4 | 6.834.517 | 210,6 | 6.655.680 | 178.837 | 2,7 | |
| Debiti commerciali | (132,8) | (6.158.767) | (162,9) | (5.149.116) | (1.009.650) | 19,6 | |
| Ratei e risconti attivi e passivi | (23,2) | (1.075.684) | (54) | (1.702.369) | 626.685 | (36,8) | |
| Altre attività e passività | (17,9) | (828.694) | (8) | (253.295) | (575.399) | 227,2 | |
| Trattamento di fine rapporto | (5,8) | (267.810) | (5,9) | (186.542) | (81.268) | 43,6 | |
| CAPITALE INVESTITO NETTO | 100 | 4.637.089 | 100 | 3.160.375 | 1.476.714 | 46,7 | |
| Patrimonio netto del Gruppo | 258,7 | 11.994.221 | 81,1 | 2.562.930 | 9.431.290 | 368,0 | |
| Patrimonio netto di terzi | 10,9 | 504.274 | 15,2 | 479.352 | 24.922 | 5,2 | |
| Patrimonio netto | 269,5 | 12.498.495 | 96,3 | 3.042.282 | 9.456.213 | 310,8 | |
| Debiti finanziari e obbligazionari | | | | | | | |
| - a breve termine | 12,9 | 596.616 | 54,9 | 1.733.642 | (1.137.026) | (65,6) | |
| - a lungo termine | 96,5 | 4.474.202 | 26,3 | 832.639 | 3.641.563 | 437,4 | |
| Disponibilità liquide ed equivalenti | (266,7) | (12.368.380) | (59,6) | (1.883.996) | (10.484.384) | 556,5 | |
| Titoli non strumentali all'attività operativa | (12,2) | (563.845) | (17,9) | (564.192) | 347 | (0,1) | |
| Indebitamento finanziario netto | (169,5) | (7.861.406) | 3,7 | 118.093 | (7.979.499) | (6.757,0) | |
| COPERTURE | 100 | 4.637.089 | 100 | 3.160.375 | 1.476.714 | 46,7 | |
| LEVERAGE | | n.a. | | 0,04 | | | |

n.a. non applicabile

1 New clients

Increase the number of additional clients through tenders, business development and Agencies Brand development

2 International development

Develop assets, properties and presence in International markets, with special focus on emerging markets (mobile driven)

DEDICATED
ADDITIONAL
AUCAP

3 Technology evolution

Continuous evolution on technology architecture with investments on Audiens, Dashboard and overall DMP&DPS capabilities of the Group

4 Product upgrade

Increase quantity & quality of vertical portals, in order to strengthen capabilities and metrics of performance marketing

DigiTouch Group share trend

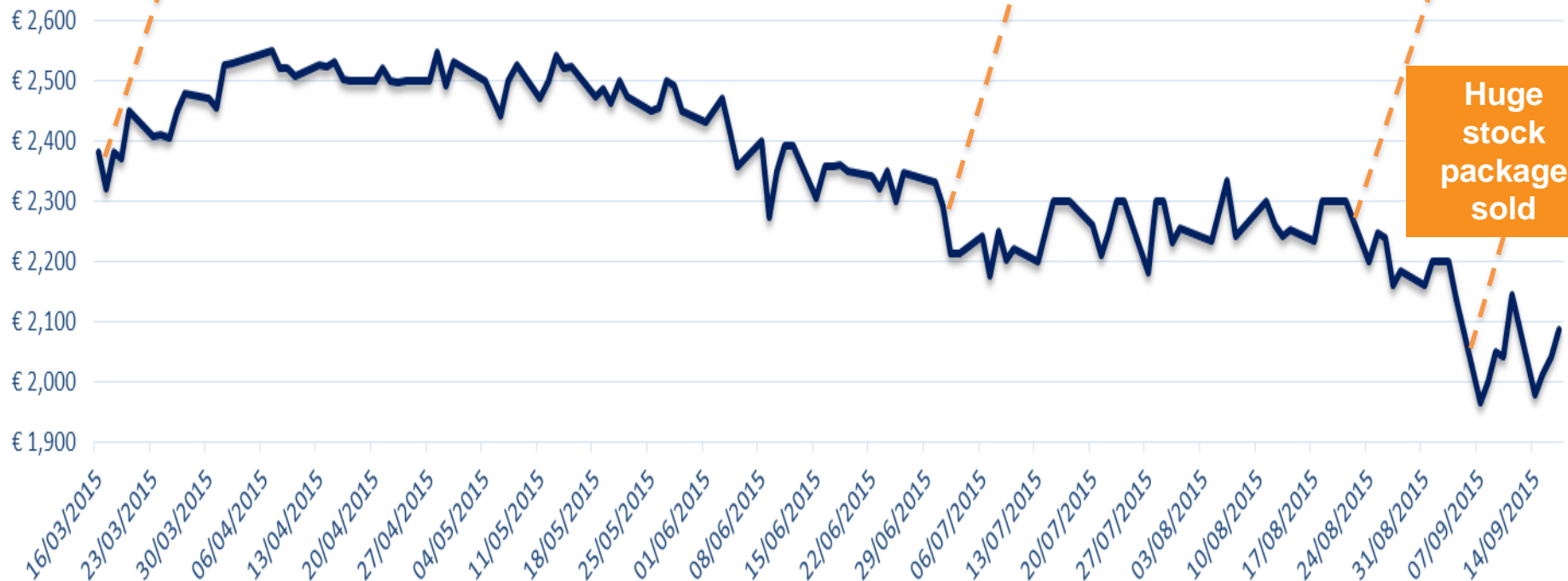
IPO Price
2,3

Greek
Crisis and
referendum

China
downturn

Huge
stock
package
sold

DGT share trend



Thank you

DigiMob | DigiTouch Agency | Performedia | E3 | Audiens | MutuiperlaCasa | Auto&Plus

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