CONSOLIDATED INTERIM REPORT OF THE DADA GROUP AT 30 SEPTEMBER 2015

Registered office: Viale della Giovine Italia, 17 - Florence
Share capital Euro 2,835,611.73 fully paid-in
Florence Company Register no. FI017- 68727 - REA 467460
Tax ID/VAT no. 04628270482

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CORPORATE OFFICERS

The current Officers were elected by the AGM held on 28 April 2015 for the 2015-2017 three-year period. At the date of approval of this document, the Board of Directors was composed as follows:

BOARD OF DIRECTORS

Karim Beshara [1]	Chairman
Claudio Corbetta [2]	CEO
Lorenzo Lepri [3]	General Manager
Sophie Sursock	Director
Ragy Gamaleldin Mahmoud Soliman Elfaham	Director
Philip Tohme	Director
Maurizio Mongardi [6]	Director
Sofia Maroudia [4, 5, 6, 7]	Director
Barbara Adami Lami [4, 5, 6, 7, 12]	Director
Carolina Gianardi [4, 5, 7, 8, 11]	Director
Cristiano Esclapon [7]	Director

[1] Appointed Director of the Company by the AGM held on 28 April 2015 and, on the same date, Chairman of the Board of Directors.

[2] Appointed Chief Executive Officer and General Manager of the Company during the meeting of the Board of Directors held on 28 April 2015.

[3] Appointed General Manager and CFO of the Company during the meeting of the Board of Directors held on 28 April 2015.

[4] Appointed member of the Control and Risk Committee during the meeting of the Board of Directors held on 13 May 2015.

[5] Appointed member of the Committee for Related Party Transactions during the meeting of the Board of Directors held on 13 May 2015.

[6] Appointed member of the Compensation and Nominations Committee during the meeting of the Board of Directors held on 13 May 2015.

[7] Independent director pursuant to art. 148 par. 3 of Legislative Decree n. 58/1998.

[8] Member and Chairman of the Supervisory Body pursuant to Legislative Decree 231/2001.

[9] Appointed Standing Auditor by the AGM held on 28 April 2015.

[10] Appointed Alternate Auditor by the AGM held on 28 April 2015.

[11] Appointed Chairman of the Control and Risk Committee and of the Committee for Related Party Transactions during the meeting of the Board of Directors held on 13 May 2015.

[12] Appointed Chairman of the Compensation and Nominations Committee during the meeting of the Board of Directors held on 13 May 2015.

Note: On 8 September 2015, Khaled Bishara and Antonio Converti stepped down with immediate effect as directors of the Company. At today's meeting, the Board of Directors will decide on their co-optation and on the appointment of Youssef Mohamed Salah Abdelsalam Bassem, born in Giza, Egypt, on 15 July 1973, and of Fadi Zefer Boulos Antaki, born in Cairo, Egypt, on 23 January 1975.

BOARD OF STATUTORY AUDITORS

Massimo Scarpelli[9]	Chairman
Maria Stefania Sala[9]	Standing auditor
Massimo Foschi[9]	Standing auditor
Elisabetta Claudia De Lorenzi[10]	Alternate auditor
Manfredi Bufalini[10]	Alternate auditor

EXTERNAL AUDITORS

KPMG S.p.A.

DADA GROUP FINANCIAL HIGHLIGHTS

Consolidated Income Statement (9 months)

(€mn)	30/09/2015	30/09/2014	Total difference	% difference
Revenue	**46.7**	**44.5**	2.2	5%
EBITDA*	**8.5**	**7.0**	1.4	20%
Depreciation and amortization	**-5.1**	**-5.2**	0.2	3%
Non-recurring charges and other impairment	**-0.4**	**-0.5**	0.1	-26%
EBIT	**3.0**	**1.3**	1.8	136%
Profit (loss) from discontinued operations	**-0.3**	**0.0**	-0.4	n.m.
Group net profit (loss)	**2.3**	**-1.4**	3.7	265%

* Gross of impairment losses and other non-recurring items

Consolidated Income Statement (3 months)

(€mn)	3Q15	3Q14	Total difference	% difference
Revenue	**14.8**	**13.6**	1.2	9%
EBITDA*	**2.4**	**2.1**	0.3	13%
Depreciation and amortization	**-1.7**	**-1.8**	-0.1	-6%
Non-recurring charges and other impairment	**0.0**	**0.0**	0.0	n.m.
EBIT	**0.7**	**0.3**	0.4	110%
Profit (loss) from discontinued operations	**0.0**	**0.0**	0.0	n.m.
Group net profit (loss)	**-0.2**	**-0.5**	0.3	58%

* Gross of impairment losses and other non-recurring items

Consolidated Statement of Financial Position at 30 September 2015

(€mn)

	30/09/2015	31/12/2014	Total difference	% difference
Fixed assets	**99.3**	95.4	3.9	4%
Net Working Capital	**-10.7**	-10.3	-0.4	-4%
Net Capital Employed	**87.4**	83.7	3.7	4%
Shareholders' equity	**59.0**	50.1	8.8	18%
Net short-term Financial Position	**-5.4**	-16.9	11.5	68%
Total Net Financial Position	**-28.4**	-33.6	5.1	15%
Number of employees	**376**	364	12	3%

DIRECTORS' REPORT

INTRODUCTION

The Consolidated Interim Management Report at 30 September 2015 has been prepared in accordance with International Accounting Standard 34 (IAS 34) on Interim Financial Reporting and, therefore, does not contain all the information required in the Full Year Financial Statements and should be read in conjunction with the annual financial statements for the year ended 31 December 2014. It satisfies the provisions of Issuer Regulations n. 11971 of 14 May 1999, as amended.

Mention should be made of the key extraordinary transactions in 9M15 that changed the Group's structure and the resulting scope of consolidation:

1- on 23 March 2015, Dada S.p.A. sold to Italiaonline S.p.A. the entire share capital of Moqu Adv S.r.l., the company at the head of the business segment named Performance Advertising. As a result of this agreement, the Performance Advertising segment required the application of accounting standard IFRS 5 "Non-current assets held for sale and discontinued operations". The main effect of applying IFRS 5 is that all of the income statement items relating to the disposed companies have been grouped on the line "Profit/(loss) from discontinued operations". More details on the breakdown of this item are also found in Note 20 of this Quarterly Financial Report and in the significant events of 9M15. The transaction resulted in a gain of €4.2 million recognized in equity as it was executed by entities under joint control.
   In accordance with this accounting standard, for the sake of comparison, all income statement and statement of financial position items from the prior year have been restated and reclassified, as shown and commented later in this Interim Management Report. Assets and liabilities of the prior year are, instead, still shown on a continuing operations basis.
   The financial effects of this disposal run from 28 February 2015.

2- On 30 June 2015, the Dada Group completed the transfer of the ProAdv/Simply BU to 4w MarketPlace S.r.l., acquiring 25% of the transferee's share capital. As a result of the transaction, effective 1 July 2015, the equity investment in 4w MarketPlace S.r.l. has been measured in the Dada Group's consolidated financial statements using the equity method. Conversely, 3Q14 included the full consolidation of the assets of the ProAdv/Simply BU.
3- On 2 July 2015, through its subsidiary Register.it S.p.A., Dada signed a binding agreement for the acquisition of 100% of the share capital of Etinet S.r.l., a company that provides digital communication services to SMEs. The transaction was completed on 8 July 2015.
   The equity investment in Etinet was fully consolidated in the Dada Group's financial statements as of 1 July 2015. Conversely, 3Q14 had no financial benefit from this company.

The main points of the abovementioned agreements, and the relating income statement and balance sheet effects, are explained more in detail in the section on significant events in 9M15 and in the specific notes to this Interim Management Report.

All the following comments and analysis in this Interim Management Report have been made in light of the new Group structure.

DADA GROUP PROFILE

Dada S.p.A. - listed in the STAR segment of the MTA (screen-based market) run by the Milan Stock Exchange - is an international leader in professional online presence and visibility services.

Regarding the methods to identify the business units, reference should be made further below in this Interim Management Report and to the note on segment reporting under IFRS 8.

In 2015, thanks to the greater focus on Domain & Hosting, the Dada Group has strengthened its position among the top European players in the business of professional services for domain name registration, hosting, for the creation, management and visibility of web and e-commerce sites and for online brand protection, through the expansion of its product portfolio and growth of the user base at an international level.

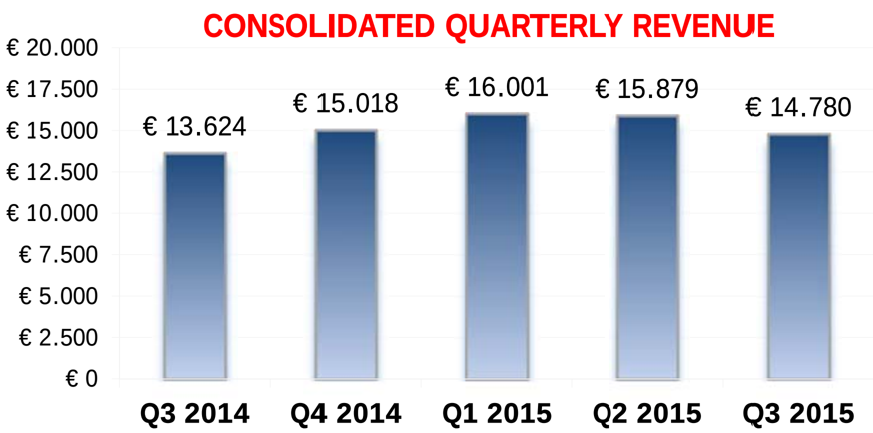
As a result, today the Dada Group is basically organized around a single business unit falling under the "Domain and Hosting" division.

The Group currently operates in Italy, UK, Ireland, Spain, France, Portugal and the Netherlands respectively through its brands Register.it, Namesco and PoundHost, Register365, Nominalia and Amen.

PERFORMANCE REVIEW

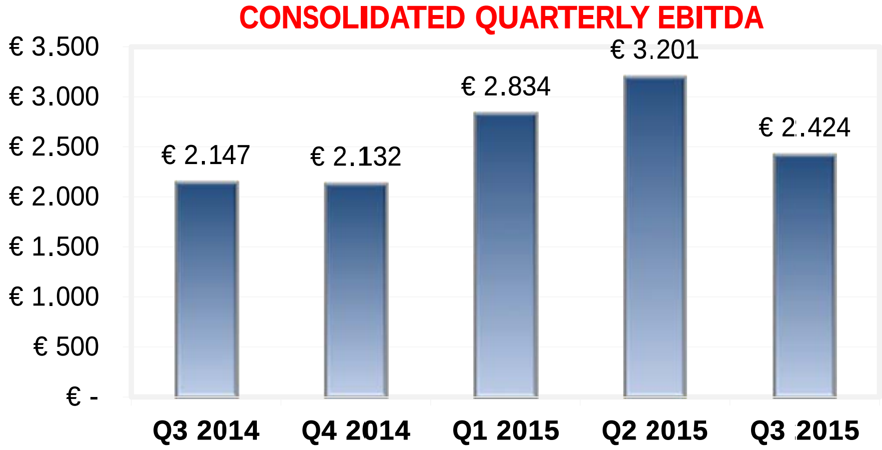
Under the new structure as explained in the introduction, the **Dada Group** closed 9M15 achieving **consolidated revenue of €46.7 million**, up by 5% versus €44.5 million in 9M14. Looking at revenue in 3Q15 alone, the figure came to €14.8 million versus €13.6 million in 3Q14, up by 8%.

The following graph shows the trend in consolidated revenue of the Dada Group over the last 5 quarters:



EBITDA achieved by the Dada Group in 9M15 (gross of impairment losses and other non-recurring items) **came to €8.5 million** (18% margin on consolidated revenue) versus €7 million in 9M14 (16% margin), increasing by 20% versus the prior year. In 3Q15 alone, EBITDA came to €2.4 million, increasing by 13% versus €2.1 million in 3Q14.

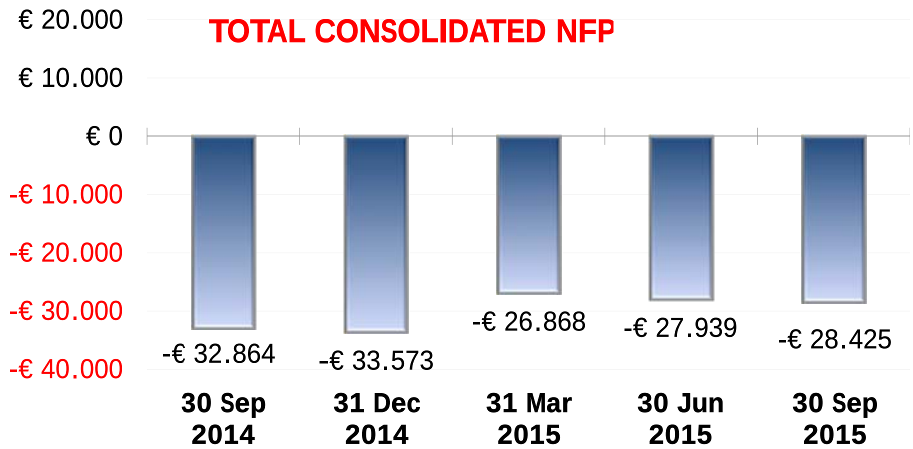
The following graph shows the performance of consolidated EBITDA over the last five quarters:



The total net financial position of the Dada Group at 30 September 2015, which includes funding to be repaid beyond one year, came to -**€28.4 million**, improving versus -€33.6 million at 31 December 2014 and -€32.9 million at 30 September 2014.

The trend and composition of the current and non-current portion of the Group's net financial position in 9M15 were affected, as explained more in detail in the section containing the analysis of results and the financial position, by the performance of business operations, by the extraordinary transactions completed in the period (disposal of Performance Advertising and acquisition of Etinet S.r.l.), and by the rescheduling of certain existing loans and new loans taken out.

The following graph shows the performance of the consolidated net financial position at 30 September 2015 and at the end of the four previous quarters:



Results

The following tables show the **Dada Group's** key results in 9M15 and in 3Q15 versus the figures in 9M14 and 3Q14:

EUR/000	30-Sept.-15 9 months		30-Sept.-14 9 months		DIFFERENCE	
	Amount	% of	Amount	% of	Absolute	%
Net revenue	**46,660**	**100%**	**44,486**	**100%**	**2,174**	**5%**
Chg. in inventories & inc. in own wk. capitalized	1,689	4%	2,329	5%	-640	-27%
Service costs and other operating expenses	-26,484	-57%	-26,037	-59%	-446	2%
Payroll costs	-13,407	-29%	-13,749	-31%	342	-2%
EBITDA	**8,458**	**18%**	**7,030**	**16%**	**1,429**	**20%**
Depreciation and amortization	-5,071	-11%	-5,247	-12%	176	-3%
Non-recurring income/(charges)	-146	0%	-146	0%	0	0%
Impairment of fixed assets	0	0%	-23	0%	23	-100%
Impairment losses and other provisions	-205	0%	-330	-1%	124	-38%
EBIT	**3,036**	**7%**	**1,284**	**3%**	**1,752**	**136%**

EUR/000	3Q15		3Q14		DIFFERENCE	
	Amount	% of	Amount	% of	Absolute	%
Net revenue	**14,780**	**100%**	**13,624**	**100%**	**1,155**	**8%**
Chg. in inventories & inc. in own wk. capitalized	479	3%	699	5%	-220	-31%
Service costs and other operating expenses	-8,236	-56%	-7,809	-57%	-427	5%
Payroll costs	-4,599	-31%	-4,368	-32%	-232	5%
EBITDA	**2,424**	**16%**	**2,147**	**16%**	**277**	**13%**
Depreciation and amortization	-1,692	-11%	-1,800	-13%	107	-6%
Non-recurring income/(charges)	-5	0%	-146	-1%	141	-96%
Impairment of fixed assets	-	-	-23	-	23	-100%
Impairment losses and other provisions	-40	0%	148	1%	-188	-127%
EBIT	**686**	**5%**	**327**	**2%**	**360**	**110%**

In 9M15, the Dada Group achieved **consolidated revenue** of €46.7 million, up by 5% versus €44.5 million achieved in 9M14. The aggregate reflects the favourable trend of the depreciation of the Euro against the British Pound, which accounted for approximately €1.8 million versus 9M14, as well as the following changes in the scope of consolidation:

- the disposal of the UK ADSL business (disposed of at the end of May 2014), which contributed €0.3 million to revenue in 9M14.
- the disposal of the ProAdv/Simply BU, starting from 1 July 2015, which contributed €0.4 million to revenue in 3Q14;
- the consolidation of the results of Etinet S.r.l., starting from 1 July 2015, which contributed €0.2 million to revenue in 3Q15.

Net of these effects, consolidated revenue in 9M15 would have grown by 1% versus the figure reported in 9M14.

The Dada Group currently counts over **540 thousand business clients** (520 thousand at 30 September 2014) and over **1.8 million total domains managed** in Italy, UK and Ireland, Spain, France, Portugal and the Netherlands, confirming Dada's role as a top player in Europe in the Domain and Hosting business.

The disposal of the Performance Advertising BU that took place in 1Q15 has helped put greater focus on the core business of **professional online presence services tailored to European SMEs**, **strengthened even more by the acquisition** last July of **Etinet S.r.l.**, one of the most innovative Italian web factories, specialized in advanced services for the development of responsive and mobile-friendly websites, in innovative solutions for the promotion of digital presence on mobile and social channels, and in **projects in 'We do it for you' mode**.

The last quarter corroborated the constant increase in new clients, confirming the success of the sales and product policies implemented to counter the **fiercely competitive environment** in the industry, which have been extended to all the countries.

Thanks also to greater investments in marketing and visibility and to campaign optimization, **new domain registrations grew by over 10%** versus 3Q14, grabbing market shares away from main competitors.

Expansion of the interaction channels and extension of contact time for customer care (now available through inbound/outbound phone service and live chat 7 days a week) also improved the **average rate of renewal, with a number of products scoring results above 90%, and gave greater opportunities to the upselling** of services to the customer base.

Looking at the product mix, 3Q15 confirmed:

- the evolution of Dada's positioning as a provider of advanced **Cloud Hosting, dedicated and managed Virtual Servers** services, to allow the management of websites on virtualized servers and to guarantee high performance, now also through highly structured pricing policies, thanks also to the recent launch of a new line of cutting-edge products on the market.
- the broader range of services in **'We do it for you' mode**, which allows professionals and businesses to rely on a team of web designers, developers and

Internet communication consultants for the creation and management of custom projects of their web and e-commerce site.

- the success of the **new, advanced cPanel hosting solution, which brought highly interesting results in terms of quantity and revenues in all the countries**.

Looking at the **geographical breakdown of consolidated revenue**, foreign-based activities contributed 56% to Dada Group sales in 9M15, basically in line with 55% contributed in 9M14. This confirms the significant weight of international business in the overall development of the Group.

In 9M15, **consolidated EBITDA** of the Dada Group, gross of impairment losses and other non-recurring items, came to a positive €8.5 million (18% margin on consolidated revenue). The aggregate, despite lower levels of capitalization of approximately €0.5 million in the period, grew by 20% versus €7.0 million in 9M14, which reported a 16% margin.

Looking at the impact on each line of the income statement, all main cost items decreased as a percentage of revenue. Specifically:

- service costs in absolute terms were in line with the levels in 9M14 (€26 million), dropping from 59% as a percentage of revenue in 9M14 to 57% in 9M15. Specifically, marketing costs rose (€4.7 million, up 35% versus 9M14) to support the revenue trend in an increasingly competitive market, while the depreciation of the Euro against the US dollar impacted negatively on the costs to purchase domains from authorities (by approximately €0.8 million, accounting for 3% of total service costs). These increases in service costs versus the prior year were, however, countered by the benefits deriving from the startup of the new Datacenter in the UK, from the more favourable renegotiation of the supply contract of the Datacenter in Milan, and from the gradual disposal of the French datacenters (for a total reduction of €1.0 million, or 26% less than in 9M14, which was also impacted by the duplication of certain operating costs from the startup of the new Datacenter in the UK);

- payroll costs in 9M15 amounted to €13.4 million, down by 2% versus €13.7 million in 9M14 (29% of revenue versus 31% in 2014). The trend of this aggregate is mainly ascribable to the success of the efficiency measures announced last year, and to the restructuring of the operating offices in France and Holland, which resulted in a reduction in labour costs, both in absolute terms and as a percentage of revenue, despite an increase in the number of staff (376 people at 30 September 2015 versus 350 at the end of 9M14) made to internalize a number of corporate functions;

- the item "change in inventories and increase in own work capitalized", amounting to €1.7 million in 9M15, or 4% of consolidated revenue, dropping by 27% versus €2.3 million in 9M14 (5% of consolidated revenue), consists of expenses incurred for the development of the proprietary platforms needed to launch and manage the services provided by the Dada Group. This change brought less benefits to the period EBITDA and is mainly attributable to the gradual implementation of the investments made in R&D over the past few quarters, and to the progress of the projects related to the development and integration of the proprietary technology platforms.

In 9M15, the Dada Group achieved a positive EBIT of €3 million (7% of consolidated revenue), rising sharply (+137%) versus €1.3 million achieved in 9M14 (3% margin). Looking at 3Q15 alone, consolidated EBIT came to a positive €0.7 million (5% margin) versus €0.3 million (2% margin) in 3Q14.

The improvement achieved by this aggregate, in addition to the above-mentioned elements that impacted on EBITDA, is explained by the following elements:

- in 9M15, consolidated amortization and depreciation amounted to €5 million (11% of consolidated revenue), €2.8 million of which for tangible assets and €2.2 million for intangible assets. Amortization and depreciation dropped slightly (-3%) versus 9M14, when they amounted to €5.24 million, €2.8 million for tangible assets and €2.4 million for intangible assets. A reduction explained mainly by the abovementioned gradual implementation of the investments made in prior years to support the in-house development of the proprietary platforms.

  Looking at 3Q15 alone, amortization and depreciation totaled €1.7 million (€1 million for tangible assets and €0.7 million for intangible assets), dropping by 6% versus €1.8 million (€1 million for tangible assets and €0.8 million for intangible assets).

  Further details on the investments made by the Dada Group over the period are found in the section on Results and the Financial position;

- EBIT in 9M15 was impacted by impairment losses, provisions and other non-recurring income/charges of €0.4 million versus €0.5 million in 9M14.

  €0.2 million of these items refer to the impairment of receivables written off in 9M15 (€0.3 million in 2014), and €0.2 million to non-recurring costs and expenses relating to certain extraordinary transactions such as the transfer of the BU to 4w MarketPlace and the acquisition of Etinet. In the prior year, this item had shown a negative figure of €0.3 million, due mostly to severance from the reorganization of a number of foreign subsidiaries.

Mention should be made that non-recurring costs incurred by the Group to complete the extraordinary transaction regarding the disposal of Moqu, amounting to approximately €0.2 million, were recognized in Profit/(loss) from discontinued operations, as explained more in detail in Note 20 in this Interim Management Report.

In 9M15, the Dada Group's consolidated net profit from continuing operations came to €2.6 million versus -€1.4 million in 9M14.

Looking at 3Q15 alone, net profit came to -€0.2 million versus -€0.5 million in 3Q14.

Net profit in 9M15 significantly benefited from the transfer completed at the end of June 2015 of the ProAdv/Simply BU in exchange for 25% of the share capital of 4w MarketPlace S.r.l. arising from a specifically intended capital increase. The business unit was valued on the basis of a sworn appraisal at €2.2 million versus a book value basically equivalent to zero. A corresponding gain was recognized with a balancing entry in the statement of financial position under investments in associates.

Overall financial activities (the difference between financial income and charges) of the Dada Group in 9M15 came to -€1.9 million versus -€2 million in 9M14.

In particular, this trend benefited from the effects associated with forex fluctuations, especially those regarding the Euro/British pound exchange rate.

In fact, the negative trend of the Euro/British pound exchange rate already reported in the final months of 2014 continued in 2015, decreasing especially in the first quarter of the year, then stabilizing in the second and changing trend only in the third quarter of 2015. Essentially, the average Euro/British pound exchange rate dropped from 0.81 in 9M14 to 0.73 in 9M15, with an approximately 10% variation in favour of the pound (the same trend also applies to the comparison of exchange rates at the end of each half-year period).

A similar exchange rate pattern was reported between the Euro and US dollar, which impacted on the financial results; however, as these results are related to the disposed Performance Advertising division (first two months of 2015), they were recognized in Profit/(loss) from discontinued operations.

The financial effects of these exchange rate movements were partly mitigated by non-speculative hedging of currency risks made by the Group also in the reporting period.

The trend in spreads and rates charged on outstanding loans of the Dada Group improved versus both 9M14 and 2Q15, thanks mainly to the positive outcome of a certain number of renegotiations of outstanding loans. The benefits from the renegotiation of the long-term loans made in 1Q15 (which resulted not only in a reduction in the spreads, but also in an extension of the average duration of the loans) began to be felt from 2Q15, since the new agreements are effective as from 31 March 2015. Furthermore, the new financing agreements signed at the end of 3Q15 have brought a reduction in spreads, although these benefits will be felt starting from 4Q15.

Consequently, overall financial charges, net of exchange losses, improved and amounted to €2.1 million in 9M15 versus €2.25 million in 9M14, and refer to:

- interest expense on medium/long-term bank loans, amounting to €0.877 million (versus €0.834 million in 9M14);
- interest owed on bank overdrafts and other bank commissions amounting to €1.2 million (improving versus €1.34 million in 9M14), €0.8 million of which relating to bank commissions on credit card payments;
- IRS derivative differentials, amounting to €45 thousand in 9M15 and to €100 thousand in 2014.

Forex produced a positive result of €0.2 million in 9M15 (€0.6 million gain and €0.4 million loss) versus €0.3 million in 9M14 (€0.5 million gain and €0.2 million loss).

In 3Q15 alone, financial charges amounted to €0.6 million versus €0.7 million in 3Q14. Forex in 3Q15 came, instead, to -€0.1 million versus €0.1 million in 3Q14.

As in 9M14, there was no financial income worthy to report in 9M15.

The **overall tax burden** of the Dada Group from continuing operations in 9M15 came to €0.7 million, in line with the figure reported in 9M14.

More specifically, current tax amounted to €0.5 million versus €0.4 million in 9M14, while deferred tax amounted to €0.2 million in 9M15 versus €0.3 million in 9M14.

Current tax refers mainly to the tax burden on some foreign-based companies with positive pre-tax income, while IRAP paid by Italian companies in 9M15 amounted to €0.1 million, also as a result of the change in the relevant legislation which provides for deductibility, as from 2015, of labour costs of permanent staff from IRAP taxable income. In 2014, despite a worse result, IRAP had accounted for €0.3 million.

The trend of deferred tax assets in the reporting period is explained partly by the use of receivables from pre-paid tax in 2014 calculated on the temporary differences, and partly by the use of such receivables to cover IRES taxable income of the current year. During the quarter under review, no additional deferred tax assets were recognized on tax losses borne by the Dada Group.

The assessment of the recoverability of tax losses gave a positive outcome when preparing the 2014 annual consolidated financial statements, and was then reviewed and confirmed also when preparing the Half-Year Financial Report at 30 June 2015, taking also into account the income statement performance achieved by the Group versus the 2015 budget.

Mention should be made that the Dada Group has accrued total tax losses of €39.9 million, referring for the most part to the Italian companies, and which may be carried forward indefinitely under the current laws for an amount equal to 80% of taxable income for each financial year.

Tax losses on which deferred tax assets have been calculated amounted to €16.8 million.

This Interim Management Report also shows **Profit/(loss) from discontinued operations**, which includes income statement figures referring to the Performance Advertising division, sold to Italiaonline in March 2015, with financial effects from 28 February. This result showed a loss of €0.3 million (versus a slightly positive €0.04 million in the same period of 2014), €0.2 million of which attributable to non-recurring costs incurred by the Group for the completion of the abovementioned transaction; net of these costs, Profit/(loss) from discontinued operations would be in line with the prior year.

This income statement does not include any non-controlling interests.

The Dada Group's consolidated net profit at 30 September 2015 came to €2.3 million versus -€1.4 million in 9M14.

PERFORMANCE BY BUSINESS SEGMENT

For operational purposes, since 31 March 2015 (but with financial effects backdated to 28 February), the Dada Group has been organized in a single business segment gravitating around Domain & Hosting services.

This effect is a result of the reorganization following the disposal of the Moqu Group as explained in the introduction. Accordingly, the current product lines related to the core business of domains and hosting and corporate activities are so completely integrated with each other that they no longer qualify as separate business segments under IFRS 8. Further information is also found in Note 3 in this Interim Management Report.

Financial position

The following table shows the total Net Financial Position of the Dada Group at 30 September 2015 versus the position at 31 December 2014:

	NET FINANCIAL POSITION				
	EUR/000	30-Sept.-15	31-Dec.-14	DIFFERENCE Absolute	DIFFERENCE %
A	Cash on hand	10	13	-3	-21%
B	Bank and post office deposits	6,086	1,378	4,708	342%
C	Liquidity (A+B)	6,097	1,391	4,705	338%
D	Time deposits	500	-	500	n.m.
E	Other receivables	4	-	4	n.m.
F	Other financial receivables (D + E)	504	-	504	n.m.
G	**Total Financial Assets (C+F)**	**6,600**	**1,391**	**5,209**	**374%**
H	Current credit lines and account overdrafts with banks	-2,640	-5,828	3,188	-55%
I	Current bank borrowings	-8,762	-12,355	3,594	-29%
L	Other current financial payables	-452	-	-452	-
M	Current portion of derivatives	-72	-53	-18	34%
N	Current debt (H+I+L+M)	-11,926	-18,237	6,311	-35%
O	Non-current bank borrowings	-23,026	-16,674	-6,351	38%
P	Non-current portion of derivatives	-74	-54	-20	100%
Q	Non-current debt (O+P)	-23,099	-16,728	-6,371	38%
R	**Total Financial Liabilities (N+R)**	**-35,025**	**-34,964**	**-60**	**-**
S	**Total net financial position (G+R)**	**-28,425**	**-33,573**	**5,149**	**-15%**

At 30 September 2015, the Dada Group's total net financial position, which includes all short and medium/long-term funding and loans, came to **-€28.4 million** versus -€33.6 million at 30 December 2014 and -€-32.9 million at 30 September 2014.

The current net financial position at 30 September 2015 came to -€5.3 million versus -€16.9 million at 31 December 2014 and -€14.1 million at 30 September 2014.

This trend was mainly affected not only by operating cash flows in the period, explained below, but also by the following extraordinary events:

- the disposal in March of Moqu Adv S.r.l. to Italiaonline S.p.A. for a cash consideration of €5 million;
- the renegotiation of the medium/long-term loan with Banca Intesa and the issuance of a new loan with Unicredit which allowed, among other things, to extend the duration of overall debt, reducing the current portion and increasing the non-current one, while reducing the cost of debt.

Further details on debt rescheduling are found further below in this Interim Management Report. The renegotiation allowed the Group to achieve the following main results:

- o to improve the pricing of the loans in terms of spreads charged;
- o to extend the duration of overall debt, reducing the current portion and increasing the non-current one;
- o to align the cash flows of the Group more to the instalment payments of principal.

- the acquisition of Etinet S.r.l., which took place in July 2015 and resulted in a total outlay of approximately €0.7 million.

The item "current portion of derivatives" refers to the financial payable relating to the mark-to-market measurement of the IRS hedging the outstanding mortgage at 30 September 2015. Specifically, in 9M15 a new IRS contract hedging the Unicredit loan was signed, in addition to the two already in place with Banca Intesa; these contracts provide an overall coverage of at least 50% of the risk of fluctuations on the base rate. The Group has undertaken to sign IRS contracts - to be formalized by the end of this year - also to hedge the new loan granted by Cariparma on 30 September.

Non-recurring cash flows in 9M15 came to €0.4 million, €0.1 million referring to severance costs for employees, and the remainder to the financial effects of the disposal of Moqu, €0.1 million in turn relating to costs to complete the transaction, and €0.2 million to the effects of the deconsolidation of Moqu. Non-recurring cash flows in 9M14 had shown a virtually breakeven figure, the result of the offsetting of extraordinary positive flows (disposal of co-location assets in the UK) and negative flows (non-recurring charges for severance and litigation) of €0.3 million.

The following table shows a summary of cash flow movements in 9M15 relating to "cash and cash equivalents" versus those in 9M14. For further details, reference should be made to the Cash Flow Statement included in this Interim Management Report and to the relevant notes:

EUR/000	**30/09/2015**	**30/09/2014**
Cash flow from operating activities	8,078	5,013
Cash flow from taxes and interest paid	-2,249	-2,298
Cash flow from investing activities	-661	-4,480
Cash flow from financing activities	6,367	-2,647
Net cash flow (cash and cash equivalents)	**11,535**	**-4,412**

Regarding reconciliation between cash flow of the net financial position and cash flow shown in the consolidated financial report, reference should be made to Note 18 in this Interim Management Report. The following points provide detailed information on the main aggregates in the net financial position.

Investing activities

In 9M15, the Dada Group achieved an overall negative cash flow from investing activities of €0.7 million versus outlays of €4.5 million in 9M14; mention should be made that 9M15 benefited from the proceeds from the disposal of Moqu Adv. S.r.l., which amounted to €4.5 million. Net of this extraordinary disposal, the cash flow from investing activities would have shown a negative figure of €5.2 million, which includes outlays of €0.7 million for the acquisition of Etinet S.r.l. (recognized as an increase in goodwill under intangible assets).

Regarding investments (in terms of the increase in own work capitalized, not in cash flows):

- investments in intangible assets from operating activities in 9M15, in addition to the points outlined above on the acquisition of Etinet, amounted to €1.9 million, down by 34% versus €2.9 million in 9M14, approximately €1.6 million of which (€2.3 million in 9M14) refer to costs for the development of the proprietary processes and platforms needed to provide Domain & Hosting services, €0.1 million for the purchase of brands and licenses (€0.1 million also at 30 September 2015), and the remainder, amounting to €55 thousand, for the purchase of software (no significant investments were made in 9M14).

No significant investments were reported in the other intangible asset items.

- investments in property, plant and equipment from operating activities in 9M15 amounted to €2.7 million, up versus €1.6 million in 9M14. This trend is also attributable to the continued investments in the Datacenter in the UK, which amounted in 1H15 to £0.4 million (approximately €0.6 million). The last tranche of the investment in the Datacenter is expected by the end of this year and amounts to €0.3 million.

Investments in property, plant and equipment in 9M15, as in 9M14, referred mainly to the purchase of network servers and new systems, and to other electronic equipment needed for the provision of Domain and Hosting services. No significant investments were made in furniture and fittings and in other tangible assets.

Financing activities

The consolidated cash flow statement at 30 September 2015 came to a positive €6.4 million (-€2.6 million at 30 September 2014) relating to "net difference in cash flow from financing activities". The trend of this aggregate benefited from the combination of: a) the positive effects - €2.58 million - of the reclassification to the non-current portion (beyond one year) of the first instalment of €2.4 million of the loans with Banca Intesa and Unicredit as renegotiated in March 2015, and of a new medium/long-term loan of €3.5 million granted on 29 September 2015 by Cariparma; b) the remaining portion from the measurement of non-monetary derivatives.

For further details on these transactions, reference should be made to Note 13 in this Interim Management Report.

The previously mentioned IRS differential had a negative impact of €0.1 million.

The foregoing effects impact solely on "cash, cash equivalents and current bank borrowings", but are clearly neutral on the "total Net Financial Position".

The reconciliation between cash flow of the net financial position and the change in cash and cash equivalents is shown in Note 18.

The breakdown of the Dada Group's net working capital and net capital employed at 30 September 2015 and at 31 December 2014 is shown below:

EUR/000	30-Sept.-15	31-Dec.-14	DIFFERENCE	
			Absolute	%
Fixed assets	**99,328**	**95,364**	**3,964**	**4%**
Current operating assets	15,506	17,585	-2,079	-12%
Current operating liabilities	-26,206	-27,851	1,645	-6%
Net working capital	**-10,700**	**-10,266**	**-434**	**4%**
Provision for termination indemnities	-700	-815	115	-14%
Provision for risks and charges	-518	-544	26	-5%
Other payables due beyond one year	-	-17	17	-100%
Net capital employed	**87,411**	**83,723**	**3,688**	**4%**

The Dada Group's net working capital at 30 September 2015 was -€10.7 million versus -€10.3 million at 31 December 2014 and -€10.8 million at 30 June 2015.

It should be noted that the dynamics of net working capital over the four quarters of a year are generally linked to the performance of Group operations, which often report a larger portion of revenue from services provided in the first quarter of the year versus the following quarters; part of this revenue is recognized during the entire year as deferred income on a pro-rata basis. This trend begins to re-absorb and stabilize starting from the second quarter. This situation reflects on net working capital in terms of deferred income included in other payables in the table above.

The decreasing trend in 9M15 versus the end of 2014 is explained by the performance of Group operations in the reporting period, and by the extraordinary transactions that marked the first half of the year, regarding the disposal of Moqu S.r.l. in particular, which narrowed the scope of consolidation of the Dada Group, also impacting on this aggregate.

Looking at the single items forming the net working capital, trade receivables at 30 September 2015 amounted to €5 million, dropping by approximately 4% versus €5.2 million at 31 December 2014, and included certain Domain & Hosting services that have deferred collection conditions. Conversely, trade payables showed a stronger downward trend, falling from €10.1 million at 31 December 2014 to €6.9 million at 30 September 2015, decreasing by approximately 31%, due mainly to the deconsolidation of Moqu.

Other current liabilities include deferred income of approximately €12.7 million resulting, as mentioned, from the different pertinent economic period of certain services with respect to their collection date; these will not entail future financial outlays, but rather the recognition of revenue in the income statement. Deferred income at 31 December 2014 amounted to €11.9 million versus €12 million at 30 September 2014.

Other consolidated liabilities due beyond one year mainly include termination indemnities and provisions for risks and charges.

The Dada Group's Shareholders' Equity at 30 September 2015 amounted to €58.9 million versus €50.1 million at 31 December 2014. The increase is mainly explained by the contribution of profit, amounting to €2.3 million, the translation of financial statements of consolidated companies denominated in GBP for €2.2 million, the recognition of the gain of €4.2 million from the disposal of Moqu in accordance with OPI 1, and the rest from other changes.

Group employees

The number of Dada Group employees, split up by geographical area, at 30 September 2015 and at 31 December 2014, is shown in the table below:

	Italy		Abroad		Total	
	30/09/2015	**31/12/2014**	**30/09/2015**	**31/12/2014**	**30/09/2015**	**31/12/2014**
Employees	206	209	170	155	376	364

The number of Dada Group employees reached 376 at 30 September 2015 and includes the headcount of Dada Group companies within the scope following the disposal of the Moqu Group (which included 25 employees at 31/12/2014), the transfer of the Pro Adv BU, and the effects of the acquisition of Etinet S.r.l. in the scope of consolidation (17 employees).

Alternative performance indicators

This Interim Management Report provides the following economic and financial indicators (in addition to those generally used) which are used by the management of the Dada Group to monitor and assess the Dada Group's operating performance, but as they are not recognized accounting measures under IFRS should not be considered alternative performance indicators for the Dada Group. As the composition of EBITDA is not governed by the accounting policies, the Dada Group's method of calculating it may differ from that used by others and may therefore make comparisons unreliable.

Below is a summary of how the Dada Group calculates EBITDA.
Pre-tax profit (gross of the net gains/(losses) pertaining to assets held for sale)
+ Financial charges
- Financial income
+/- Gains/losses from equity investments in associates
EBIT
+ Restructuring costs
+ Amortization, depreciation and impairment losses on fixed assets
+/- Atypical charges/income

+ Impairment losses on trade receivables

EBITDA - Operating profit before amortization, depreciation, impairment losses, atypical charges/income and impairment losses on receivables

Net working capital: the difference between current assets and liabilities, i.e. those due within one year of the balance sheet date. Within this item, deferred tax assets are split into current and non-current portions according to the amount expected to be recovered with the following year's profit;

Net capital employed: fixed assets plus net working capital, less non-financial liabilities (provision for employee termination indemnities and provision for risks and charges);

Current net financial position: cash and cash equivalents, current financial assets and current financial liabilities;

Total net financial position: net current financial position and all financial receivables and payables due beyond one year.

SIGNIFICANT EVENTS IN 9M15

The events which had the most significant impact on the Dada Group in 9M15 are described below:

On 16 March 2015, Dada S.p.A. signed a binding contract with Italiaonline S.p.A. for the disposal of the 100% interest held in Moqu Adv S.r.l., which heads up the Performance Advertising business (holder, in turn, of a 100% interest in Moqu Ireland Ltd), which was a separate and independent business segment under IFRS 8.

The transaction is part of the strategy of the Dada Group to focus on the core business of digital services for SMEs, and aims to further strengthen Dada's role as a top European player in the business of domain name registration, hosting, and servers.

The agreement provided for the acquisition by Italiaonline of Dada's 100% investment in the share capital of Moqu, holder in turn of a 100% investment in Moqu Adv Ireland Ltd for a cash consideration of €5 million, fully paid at Closing date, in addition to a variable part of the price ("earn-out") of a maximum of €1 million, to be recognized on the basis of the results of the Moqu Group in 2015. The price was determined on the basis of a consolidated net financial position of Moqu basically at breakeven at the date of execution of the transaction ("Closing"), and was subsequently adjusted based on the adjusted net financial position at 31 March 2015, calculated in accordance with the disposal contract.

Italiaonline has undertaken, among other things, to enhance the professional skills and experience of Moqu Group employees; no job losses are forecast. The Dada Group will also continue to provide Moqu with certain IT and corporate services at arm's length until 31 December 2015, and thereafter in case of agreement between the parties.

On 23 March 2015, in execution of and in addition to the above, the disposal to Italiaonline S.p.A. of the equity investment held in Moqu Adv S.r.l. was finalized for a cash consideration of €5 million.

On 24 April 2015, a strategic agreement was signed to combine Dada's business unit named ProAdv/Simply with 4w MarketPlace S.r.l., one of the top online advertising players in Italy.

The transaction took place through contribution in kind by Register.it S.p.A. of the ProAdv BU to 4w MarketPlace, and a related capital increase of the latter reserved to Register.it equal to 25% of the share capital. This allowed the Dada Group to become the second main shareholder of 4w MarketPlace. The value assigned to ProAdv as part of the contribution is approximately €2.1 million. Under the agreements, the Dada Group will continue to provide 4w MarketPlace, for a transitional period of at least 12 months at arm's length, with certain indirect services (IT, Corporate, etc.) in order to ensure the continuation of business.

On 28 April 2015, the Annual General Meeting of Shareholders of Dada S.p.A. met and resolved on:

(i) the approval of the Separate Financial Statements of Dada S.p.A. for the year ended 31 December 2014, as proposed by the Board of Directors at the meeting held last 12 March. The Shareholders resolved to carry forward the loss for the year of €1,305,013.93. The Dada Group closed 2014 with consolidated revenue of €67.5 million, EBITDA of €9.8 million and a net loss of €2.2 million; the Net Financial Position at 31 December 2014 came to -€33.6 million.

(ii) the appointment of the Board of Directors As a result of the natural expiry of the three-year term of the previous body, the Shareholders renewed the Board of Directors of the Company, which will remain in office for financial years 2015 - 2017, that is, until approval of the financial statements for the year ending 2017. The number of board members has been set at 13. The new Board of Directors is composed as follows: Karim Beshara, Claudio Corbetta, Lorenzo Lepri Pollitzer de Pollenghi, Khaled Bishara, Antonio Converti, Maurizio Mongardi, Sophie Sursock, Philip Tohme, Ragy Soliman, Sofia Maroudia, Carolina Gianardi, Barbara Adami Lami, and Cristiano Esclapon. The appointed Directors were candidates on the majority list, which included 5 female candidates, filed by shareholder Libero Acquisition S.à. r.l., owner of 69.43% of the share capital, with the exception of Director Cristiano Esclapon, candidate on the only minority list filed by shareholders Simona Cima, Alessandra Massaini and Jacopo Marello, who together hold 2.725% of the share capital. Directors Sofia Maroudia, Carolina Gianardi, Barbara Adami Lami, and Cristiano Esclapon declared their independence in accordance art. 148, par. 3, of Legislative Decree n. 58/1998 and with the Corporate Governance Code for Italian Listed Companies as currently adopted by Dada S.p.A. (allowing, in this respect, compliance with the provisions on STAR segment companies and with current regulations for Italian listed companies). The Shareholders also approved the appointment of the Chairman of the Board of Directors in the person of Karim Beshara, as well as the maximum total remuneration that the Board may distribute for the position among Directors without special duties. The Shareholders also established the exemption from the non-compete obligation for the Directors appointed today, under art. 2390 of the Italian Civil Code.

(iii) appointment of the Board of Statutory Auditors. As a result of the natural expiry of the three-year term of the previous body, the new Board of Statutory Auditors was also appointed for financial years 2015 - 2017, that is, until approval of the financial statements for the year ending 2017. The Shareholders then approved the appointment of the Chairman and of the members of the Board of Statutory Auditors as follows: Massimo Scarpelli (Chairman), Maria Stefania Sala, Massimo Foschi (Standing Auditors) and Elisabetta Claudia De Lorenzi and Manfredi Bufalini (Alternate Auditors). The appointed statutory auditors were candidates on the majority list filed by shareholder Libero Acquisition S.à. r.l., with the exception of the Chairman of the Board of Statutory Auditors, Massimo Scarpelli, and of alternate auditor Manfredi Bufalini, candidates on the only minority list filed by shareholders Simona Cima, Alessandra Massaini and Jacopo Marello. The Shareholders also approved the remuneration of the members of the Board of Statutory Auditors.

(iv) the Remuneration Report in accordance with art. 123-*ter* of Legislative Decree 58/98.

(v) Renewal of the authorization, after revoking the previous one granted on 28 April 2014, to purchase treasury shares for up to a maximum number of shares not exceeding one tenth of the share capital and to sell shares for a period of up to 18 months from authorization. The purpose of this authorization is to give the Company a means of strategic and operational flexibility. It will be allowed, among other things, to dispose of any treasury shares acquired and to carry out transactions such as purchases/sales, swaps and assignments. Based on the Board’s proposal, treasury shares may be purchased at a price which is not less than 20% or more than 10% of the official stock price registered on the trading day prior to each purchase. The shares are to be purchased according to the laws for markets organized and operated by Borsa Italiana S.p.A., as per the procedures established by the latter which prohibit the direct matching of bid prices with predetermined ask prices. The sale of treasury shares, rather, may be done at a price or valuation which is not less than 95% of the average stock price registered for a period of thirty trading days prior to the disposal or any previous binding offers made in this regard, in accordance with the law and the applicable accounting standards.

On 30 June 2015, Dada completed the transfer of the ProAdv/Simply BU from Register.it S.p.A. to 4w Marketplace S.r.l., with a corresponding capital increase of the latter reserved to Register.it S.p.A. equal to 25% of the share capital, which allows the Dada Group to become the second main shareholder of 4w Marketplace S.r.l.. The value assigned to the ProAdv BU (on the basis of a sworn appraisal) as part of the transfer is approximately €2.2 million versus a book value basically equivalent to zero. The transaction resulted in a gain of €2.2 million recorded in the income statement. It should be noted that Dada has been recognized governance and asset rights typical of such transactions, as well as co-sale and drag-along rights/obligations in the event of disposal of the company.

On 2 July 2015, Dada signed a binding agreement through its subsidiary Register.it S.p.A. to acquire 100% of the share capital of Etinet S.r.l., completed on 8 July 2015.

The transaction aims to strengthen the Dada Group's strategy of expanding the range of services for digital communication tailored to SMEs. Etinet is one of the most innovative Web Factories in Italy, and provides businesses with advanced solutions to manage their presence in the digital world. In 2014, revenue achieved by the Etinet scope is estimated at about €850,000, with EBITDA at approximately €270,000 and gross profit of roughly €150,000.

The consideration for 100% of the Etinet shares is €700,000, based on a net financial position at break-even. Part was paid at the date of completion of the transaction, and part was placed in escrow to service the standard representations and warranties. An earn-out of a maximum of €90,000 will be paid in the first half of 2016 should pre-established goals be met; furthermore, a put option will be exercisable at the sole discretion of Dada at the start of 2016 to resell the entire equity investment to the selling shareholders at a pre-established price of €700,000.

On 8 September 2015, Khaled Bishara and Antonio Converti stepped down with immediate effect as directors of the Company. At today's meeting, the Board of Directors will decide on their co-optation and on the appointment of Youssef Mohamed Salah Abdelsalam Bassem, born in Giza, Egypt, on 15 July 1973, and of Fadi Zefer Boulos Antaki, born in Cairo, Egypt, on 23 January 1975.

SIGNIFICANT EVENTS AFTER 30 SEPTEMBER 2015

There are no significant events to report after the close of the third quarter of 2015.

OUTLOOK FOR THE YEAR

Thanks also to the success of the Dada Group's strategy to refocus on the core business of digital services for SMEs of the Domain and Hosting division, the results achieved in 9M15 basically confirm the expectations announced in the 2014 financial statements on the outlook for 2015.

In both the main EU and UK business areas, the strategic priorities on the Group's future development aim at retaining the existing customer base and gaining new clients, to further strengthen the domestic and international customer base, also through:

- increasingly customized and flexible solutions to meet the needs of a rapidly-evolving market focused on mobility, with the launch of new products in the portfolio of solutions, with a view to providing a one-stop-shop experience of digital services for online presence and business;
- increasingly interactive contact with clients by improving before and after-sales service quality and through full-circle support for the management of the online presence, visibility and digital protection of businesses on the web;
- growing focus on the business client segment of SMEs and SOHOs, traditionally those boasting the highest retention rates and ARPU, with the launch of specific services such as online trademark registration or accreditation as Trade Mark Clearing House agents.

- increase and constant optimization of marketing investments to counter the growing aggressiveness and spending power of the main international competitors in all of Dada's markets of operation.

In light of the indications seen so far on the business outlook, also after the end of September, and in the absence of macroeconomic and market events unpredictable at this time, the Dada Group is most likely expected to confirm the trend of improvement in the results reported in 9M15 throughout the entire 2015 FY.

CONDENSED CONSOLIDATED FINANCIAL STATEMENTS AT 30 SEPTEMBER 2015

CONSOLIDATED FINANCIAL STATEMENTS

DADA GROUP CONSOLIDATED INCOME STATEMENT AT 30 SEPTEMBER 2015

EUR/000	30 September 2015	30 September 2014
Net revenue	**46,660**	**44,486**
Cost of raw materials and consumables	-	-
Chg. in inventories & inc. in own wk. capitalized	1,689	2,329
Service costs and other operating expenses	-26,397	-25,917
Payroll costs	-13,407	-13,749
Other operating revenue and income	22	19
Other operating expenses	-268	-324
Provisions and impairment losses	-191	-291
Depreciation and amortization	-5,071	-5,247
Impairment of fixed assets	-	-23
EBIT	**3,036**	**1,284**
Investment income	626	528
Financial charges	-2,509	-2,520
Other income/(charges) from financial assets & liabilities	2,184	-
Share of profit/loss of companies valued at equity	3	-
Profit/(loss) before taxes	**3,341**	**-708**
Income taxes	-717	-712
Profit/(loss) from continuing operations	**2,624**	**-1,420**
Profit/(loss) from discontinuing and discontinued operations	-346	38
Group net profit/(loss)	**2,279**	**-1,382**
Basic earnings/loss per share	0.137	-0.083
Diluted earnings/loss per share	0.131	-0.083

CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME AT 30 SEPTEMBER 2015

EUR/000	30 September 2015	30 September 2014
Net profit/(loss) for the period (A)	**2,279**	**-1,382**
Other comprehensive profit/(loss) to be subsequently reclassified in profit/loss for the year (B):	**2,227**	**2,761**
Gains/(losses) on exchange rate derivatives (cash flow hedges)	-19	-69
Tax effect on other gains/(losses)	5	19
	-14	-50
Gains/(losses) from the translation of foreign currency financial statements	2,241	2,811
Other comprehensive profit/loss not to be subsequently reclassified in profit/(loss) for the year	**7**	**-**
Gains/(losses) from discounting of termination indemnities	9	-
Tax effect on other gains/(losses)	-3	-
	7	-
Total comprehensive income/(loss) (A)+(B)	**4,512**	**1,379**

DADA GROUP CONSOLIDATED STATEMENT OF FINANCIAL POSITION AT 30 SEPTEMBER 2015

ASSETS	30 September 2015	31 December 2014
Non-current assets		
Goodwill	82,404	79,159
Intangible assets	6,051	7,689
Property, plant and equipment	8,491	8,333
Equity investments in non-consolidated subsidiaries, associates and other companies	2,188	- 0
Financial assets	194	183
Deferred tax assets	6,221	6,419
Total non-current assets	**105,550**	**101,783**
Current assets		
Inventories	6	**-**
Trade receivables	5,019	5,233
Tax and other receivables	4,260	5,933
Current financial receivables	500	-
Financial assets for derivative instruments	4	-
Cash and cash equivalents	6,097	1,391
Total current assets	**15,885**	**12,557**
TOTAL ASSETS	**121,434**	**114,341**

DADA GROUP CONSOLIDATED STATEMENT OF FINANCIAL POSITION AT 30 SEPTEMBER 2015

EQUITY AND LIABILITIES	30 September 2015	31 December 2014
EQUITY AND LIABILITIES		
Capital and reserves		
Share capital	2,836	2,836
Other equity instruments	237	89
Share premium reserve	33,098	33,098
Legal reserve	950	950
Other reserves	15,896	9,492
Retained earnings/losses carried forward	3,690	5,877
Net profit/ (loss)	2,279	-2,192
Total equity, Group share	**58,986**	**50,150**
Non-controlling interests	-	-
Total shareholders' equity	**58,986**	**50,150**
Non-current liabilities		
Bank loans (due beyond one year)	23,026	16,674
Provision for risks and charges	518	544
Provision for termination indemnities	700	815
Non-current financial liabilities from derivatives	74	54
Other payables due beyond one year	-	17
Total non-current liabilities	**24,317**	**18,103**
Current liabilities		
Trade payables	6,954	10,148
Other payables	17,079	16,046
Taxes payable	2,173	1,657
Financial liabilities for derivative instruments	72	53
Account overdrafts, loans and other financial payables (due within one year)	11,854	18,183
Total current liabilities	**38,131**	**46,088**
TOTAL EQUITY AND LIABILITIES	**121,434**	**114,341**

DADA GROUP CONSOLIDATED CASH FLOW STATEMENT AT 30 SEPTEMBER 2015

EUR/000	30 September 2015	30 September 2014
Operating activities		
Net profit (loss) for the period	**2,279**	**-1,382**
Income from trading	-626	-528
Financial charges	2,509	2,520
Income taxes	717	712
Gains/losses	5	-8
Gains from disposal of investments/business units	-2,184	-
Valuation of associates at equity	-3	-
Depreciation	2,798	2,791
Amortization	2,273	2,456
Granting of stock options	153	32
Impairment of fixed assets	-	23
Other provisions and impairment losses	205	320
Increases/(decreases) in provisions	-70	-259
Adjustments on assets held for sale	-	578
Profit/(loss) from asset disposals/assets held for sale	346	-38
Cash flow from oper. activities before changes in working capital	**8,401**	**7,218**
(Increase)/decrease in inventories	10	
(Increase)/decrease in receivables	-697	2,146
Increase /(decrease) in payables	364	-3,105
Change in working capital on assets held for sale	-	-1,246
Cash flow from operating activities	**8,078**	**5,013**
Income taxes paid	-261	-395
Interest (paid)/received	-1,987	-1,805
Change in tax and interest paid on assets held for sale	-	-98
Net cash flow from operating activities	**5,829**	**2,715**
Investing activities		
Sale of subsidiaries and associates	4,758	-
Financial effect of discontinued operations	-206	-
Acquisition of subsidiaries and associates	-700	-
Financial effect of acquired operations	-10	-
Purchase of property, plant and equipment	-2,663	-1,556
Sale of fixed assets	6	8
Other changes in fixed assets	-8	5
Purchase of intangible assets	-139	-146
Product development costs	-1,699	-2,329
Investing activities from assets held for sale		-462
Net cash flow used in investing activities	**-661**	**-4,480**

DADA GROUP CONSOLIDATED CASH FLOW STATEMENT AT 30 SEPTEMBER 2015

EUR/000	30 September 2015	30 September 2014
Financing activities		
Change in loans	6,351	-2,540
Other changes	15	-97
Proceeds from capital increase	-	-
Financing activities from assets held for sale	-	-10
Net cash flow from/(used in) financing activities	**6,367**	**-2,647**
Net increase/(decrease) in cash and cash equivalents	**11,535**	**-4,412**
Cash and cash equivalents at beginning of period	**-16,792**	**-9,514**
Cash and cash equivalents at end of period	**-5,257**	**-13,926**

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY AT 30 SEPTEMBER 2015

	Attributed to the shareholders of the parent company										
Description	**Share capital**	**Share prem. res.**	**Leg. res.**	**Other reserves**	**Other equity instrum.**	**Cash flow hedge reserve**	**Res. Discount. Term. indemn.**	**Translation reserve**	**Retained earnings (losses carried forward)**	**Net profit / (loss)**	**Tot. equity**
Balance at 1 January 2015	2,836	33,098	950	14,045	89	-77	-77	-4,399	5,877	-2,192	**50,150**
Allocation of 2014 profit	-	-	-	-	-	-	-	-	-2,192	2,192	-
Profit/(loss) for the period	-	-	-	-	-	-	-	-	-	2,279	**2,279**
Other comprehensive income (losses)	-	-	-	-	-	-14	7	2,241	-	-	**2,234**
Total comprehensive income (losses)	**-**	**-**	**-**	**-**	**-**	**-14**	**7**	**2,241**	**-**	**2,279**	**4,512**
Disposal of Moqu Group	-	-	-	4,171	-6	-	-	-	6	-	**4,171**
Other equity instruments	-	-	-	-	153	-	-	-	-	-	**153**
Balance at 30 September 2015	**2,836**	**33,098**	**950**	**18,215**	**237**	**-91**	**-70**	**-2,158**	**3,690**	**2,279**	**58,986**

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY AT 30 SEPTEMBER 2014

	Attributed to the shareholders of the parent company										
Description	**Share capital**	**Share prem. res.**	**Leg. res.**	**Other reserves**	**Other equity instr.**	**Cash flow hedge reserve**	**Res. Discount. Term. indemn.**	**Translation reserve**	**Retained earnings (losses carried forward)**	**Net profit / (loss)**	**Tot. equity**
Balance at 1 January 2014	2,836	33,098	950	14,045	-	-26	-	-7,115	7,225	-1,348	49,664
Allocation of 2013 profit	-	-	-	-	-		-	-	-1,348	1,348	-
Profit/(loss) for the period	-	-	-	-	-		-	-	-	-1,382	-1,382
Other comprehensive income (losses)	-	-	-	-	-	-50	-	2,811	-	-	2,761
Total comprehensive income (losses)	**-**	**-**	**-**	**-**	**-**	**-50**	**-**	**2,811**	**-**	**-1,382**	**1,379**
Other equity instruments	-	-	-	-	34	-	-	-	-	-	34
Balance at 30 September 2014	**2,836**	**33,098**	**950**	**14,045**	**34**	**-76**	**-**	**-4,304**	**5,877**	**-1,382**	**51,077**

EXPLANATORY NOTES

1. Company information

Dada S.p.A. is a joint-stock company incorporated in Italy and listed in the Florence Company Register, and an issuer of shares traded in the STAR segment of the MTA (screen-based market) run by the Milan Stock Exchange. Its registered office is specified on Page 1 of this Interim Management Report.

The Dada Group (www.dada.eu) is an international leader in domain services, hosting, and advanced online advertising solutions.

See the Directors' report for further information.

2. Preparation criteria

The condensed interim financial statements have been prepared in accordance with the historical cost convention, with the exception of financial assets held for sale, measured at fair value.

These financial statements are expressed in euro (€) as this is the functional currency in which most of the Group's operations are conducted; data is shown in Euro/000 unless otherwise indicated. Since the amounts are rounded up to the nearest Euro, Euro thousand and Euro million, in some statements, the sum of the detail rows may differ from the amount shown in the total rows, as well as in the percentage changes versus the prior year.

They are comprised of the statement of financial position, income statement, statement of changes in equity, statement of cash flows, and these notes.

Mention should be made that the disposal of the Performance Advertising segment has required the application of IFRS 5 "non-current assets held for sale and discontinued operations". The main effect of applying IFRS 5 is that all of the income statement items relating to the disposed companies have been grouped on the line "Profit/(loss) from discontinued operations".

Under IFRS 5, for the sake of comparison, all income statement and statement of financial position items from the prior year have been restated and reclassified, and are explained in the notes below.

Assets and liabilities of the prior year are, instead, still shown on a continuing operations basis.

The financial effects of this disposal run from 28 February 2015.

The publication of this Report was authorized by the Board of Directors on 11 November 2015.

Statement of compliance with IAS/IFRS

The Interim Management Report at 30 September 2015 has been prepared in accordance with the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB) and endorsed by the European Union, and with the measures enacted for the implementation of art. 9 of Legislative Decree n. 38/2005. The term "IFRS" encompasses all of the International Accounting Standards (IAS) and all interpretations published by the International Financial Reporting Interpretations Committee (IFRIC), previously known as the Standing Interpretations Committee (SIC).

These condensed interim financial statements have been prepared in summary form in accordance with IAS 34 and art. 154 *ter* of the Consolidated Finance Act (Legislative Decree n. 58/1998). Therefore, it does not include all of the information required of annual reports and should be read together with the consolidated financial statements for the year ended 31 December 2014.

The accounting standards adopted for the preparation of the interim financial statements at 30 September 2015 are the same as those used in the Group's annual financial statements for the year ended 31 December 2014, with the exception of the following new standards and interpretations applicable from 1 January 2015:

The following are the accounting standards, amendments and interpretations effective from 1 January 2015 and approved by the European Commission. At the date of these financial statements, the adoption of these new standards, amendments and interpretations had no impact on the Company

Amendments to IAS 19 - Defined benefit plans: employee benefits (effective for financial periods beginning on or after 1 July 2014). The purpose of these amendments is to simplify the accounting of contributions related to defined benefit plans of employees or third parties in specific cases. The amendments are effective retrospectively for financial periods beginning on or after 1 July 2014. At the date of these financial statements, the Company is assessing the future impact from the adoption of the amendments.

Amendments to IFRS 2010-2012 and IFRS 2011-2013 Annual Improvements Cycles (effective for financial periods beginning on or after 1 July 2014). With regard to the annual improvements to the IFRS 2010-2012 Cycle, the European Union has postponed entry into force to the financial statements beginning on or after 1 February 2015, while for the 2011-2013 Cycle, it has postponed entry into force to the financial statements beginning on or after 1 January 2015. The most relevant topics addressed in these amendments include: the definition of vesting conditions in IFRS 2 - Share-based payments, disclosure on the estimates and judgments used in the aggregation of operating segments in IFRS 8 - Operating Segments, the identification and disclosure of a transaction with a related party that arises when an entity provides key management personnel service to the reporting entity in IAS 24 –Related party disclosures, scope exceptions in IFRS 3 - Business combinations, of all types of joint ventures, and clarifications on exceptions to the application of IFRS 13 - Fair Value Measurement. At the date of these financial statements, the Company is assessing the future impact from the adoption of the amendments.

IFRIC 21 - Levies (effective for financial periods beginning on or after 1 January 2015).

New accounting standards approved by the European Union but yet to be enforced

In 2015, the European Commission published the following new accounting standards, amendments and interpretations, pending approval, which supplement those approved and published by the International Accounting Standards Board ("IASB") and the International Financial Reporting Interpretations Committee ("IFRIC"):

IFRS 14 Regulatory Deferral Accounts - IFRS 14, issued by the IASB in January 2014, allows only first-time adopters of IFRS to continue to account for regulatory deferral account balances in accordance with previous accounting standards. In order to improve comparability with entities already applying IFRS, which do not account for these amounts, under the standard, the balances are presented separately from other items. The standard is effective from 1 January 2016, however early application is allowed. Mention should be made that, to date, the standard has yet to be approved by the European Union.

IFRS 15 Revenue from Contracts with Customers - The standard, issued by the IASB in May 2014, introduces a general framework to determine whether, when and to what extent an IFRS reporter will recognize revenue. The standard supersedes the recognition methods set out in IAS 18 - Revenue, IAS 11 – Construction Contracts, IFRIC 13 - Customer Loyalty Programmes, IFRIC 15 - Agreements for the Construction of Real Estate, IFRIC 18 - Transfers of Assets from Customers and SIC 31 - Revenue – Barter Transactions involving Advertising.

IFRS 15 is effective for financial periods beginning on or after 1 January 2017, however, early application is allowed. On first application, IFRS 15 is applied retrospectively. However, simplifications are allowed ("practical expedients"), as well as an alternative approach ("cumulative effect approach") that prevents the restatement of financial periods presented in comparative disclosures; in the latter case, the effects arising from the application of the new standard are recognized in the opening balance of equity for the financial period when first applying IFRS 15.

IFRS 9 - Financial instruments - The standard, issued by the IASB in July 2014, supersedes *IAS 39 - Financial Instruments:* Recognition and Measurement. IFRS 9 introduces new requirements for the classification and measurement of financial instruments, including a new model for expected losses in the calculation of impairment losses on financial assets and new general provisions for hedge accounting. It also includes provisions for the recognition and de-recognition of financial instruments, in accordance with the current IAS 39. The new standard is effective from 1 January 2018, however, early application is allowed. As a general rule under IFRS 9, application is prospective, although exceptions are allowed.

Amendments to IFRS - Annual improvements to IFRS 2012 - 2014 Cycle - In September 2014, the IASB published the document "Annual Improvements to IFRSs: 2012-2014 Cycle", acknowledging the amendments to the standards within the scope of the annual process of their improvement. The amendments are effective for financial periods beginning on or after 1 January 2016, however, early application is allowed.

The main amendments regard:

- *IFRS 5 Non-Current Assets Held for Sale and Discontinued Operations* - The amendment introduces specific guidance to IFRS 5 when an entity reclassifies an asset (or disposal group) from "held for sale" to "held-for-distribution" (or vice versa), or when an entity ceases to recognize an asset as "held-for-distribution".
- *IAS 19 Employee benefits* – The amendment to IAS 19 clarifies that high-quality corporate bonds used to determine the discount rate of post-employment benefits are issued in the same currency used for the payment of benefits.
- *IAS 34 Interim Financial Reporting* - The amendment clarifies the requirements in the event that information required is disclosed in the interim financial report but outside the interim financial statements. Amendment 55 requires that information be incorporated by cross-reference between the interim financial statements and wherever it is included in the interim financial report, and that the document be available to users on the same terms as the interim financial statements and at the same time.
- *IFRS 7 Financial Instruments: Disclosures* - The document introduces additional guidance to clarify whether a servicing contract constitutes a continuing involvement in a transferred asset for the purposes of applying these disclosure requirements.

Consolidation procedures

This condensed Interim Report includes the results of the Parent Company Dada S.p.A. and of its subsidiaries at 30 September 2015.

The financial results of subsidiaries acquired or sold during the year are included in the consolidated income statement from the actual acquisition date until the actual date of sale.

All significant transactions and the resulting balances between Group companies have been eliminated in the consolidation. Business combinations are recorded using the acquisition method.

Exchange differences between opening net equity translated at current exchange rates and historical exchange rates, as well as the difference between the net profit or loss expressed at average and current exchange rates, are allocated to "Other reserves" under equity.

The exchange rates used to translate the financial statements of consolidated companies into euro are shown below:

Currency	Exchange rate on 30.09.2015	Average exchange rate 9 months 2015
US dollar	1.1203	1.1153
British pound	0.7385	0.7279

Currency	Exchange rate on 30.09.2014	Average exchange rate 9 months 2014
US dollar	1.2583	1.3555
British pound	0.7773	0.8120

Scope of consolidation

The scope of consolidation has changed also following the disposal of Moqu Adv S.r.l. and Moqu Ireland Ltd to Italiaonline S.p.A.. As explained in the introduction to this Interim Management Report, discontinued operations were booked in accordance with IFRS 5.

Furthermore, Dada acquired a 25% minority interest in 4w MarketPlace S.r.l. following the transfer of the Pro Adv. BU to said company. This company is measured according to the equity method; it had a minor impact on the income statement in this Interim Report further to the capital gain following initial recognition.

Finally, as of 1 July 2015, Etinet S.r.l. has been fully consolidated following the acquisition of 100% of its share capital in July 2015.

MAIN RISKS AND UNCERTAINTIES

Market risk

The Dada Group business is influenced by the global market conditions and the general economic conditions which can vary in the different markets where we do business; during a period of economic crisis, consumption may slow and this can have a negative effect on some of the services the Group provides

The services market, in which the Dada Group operates, is highly competitive due to both the continuously, rapidly changing nature of innovation and product technology, and to the threat of new market competition. This may impact on prices charged to customers and on costs to promote services, and may also significantly affect the financial viability of certain businesses;. Such an environment calls for continuous investments in the services that are offered to customers and renewal of the Company's offer in order to maintain its competitive positioning.

The industry in which the Dada Group operates, both in Italy and abroad, is also strictly regulated with regard to personal privacy, consumer protection, and rules for commercial communications and for the telecommunications business in general. The impact of such regulations is likely to grow, with possible consequences for profitability throughout the reference market.

Moreover, a number of Group companies could be involved in disputes or be affected by supervisory or regulatory decisions regarding the provision of services, although, to date, no such situations are believed to exist.

Management of financial risks

Financial risk

The Dada Group's international expansion, also through the acquisition of important operating companies in previous years, has increased its overall exposure to financial risks. Of growing significance are exchange risk, due also to the increase in foreign-currency revenue and the existence of supply contracts denominated in currencies other than the euro, interest rate risk, especially with the medium-term loans taken out to finance the previously mentioned acquisition of UK company Namesco Ltd, of Amen Group companies and of Poundhost, and liquidity risk in general, reflecting the potential changes in borrowing requirements.

In addition, some of the Group's loan contracts include requirements to satisfy various financial and corporate ratios that give the lender certain rights, including the right to call in the loan, in the event such covenants are breached. Following the renegotiation of loans in March 2015, explained in Note 10, previous covenants running from financial year 2015 have been redefined, based on the figures appearing in the annual financial statements at 31 December 2015.

Mention should be made that to hedge interest rate risk, four IRS contracts are in place at 30 September 2015 with major banks: a 0.7775% IRS contract with an amortizing notional amount of €4.4 million at 30 September 2015; a 0.631% IRS contract with an amortizing notional amount of €4.4 million at 30 September 2015; a 0.395% IRS contract with an amortizing notional amount of €5 million at 30 September 2015; a 2.65% IRS contract with an amortizing notional amount of €3.5 million at 30 September 2015. Taken together, these derivatives account for over 50% of the underlying loans, which are hedged against the rate risk. The fair value of these derivative instruments was recognized in the statement of financial position, with a balancing entry in an equity reserve in accordance with IAS 39 (cash flow hedges). In 1Q15, the interest rate cap with a strike rate of 3% on principal of €0.7 million and a fair value of zero was settled with a major bank.

Liquidity risk

Liquidity risk is managed by the Dada Group on a centralized basis. To optimize use of the Group’s liquidity, the parent company Dada S.p.A. has a cash pooling agreement with its subsidiaries Register.it S.p.A, Fueps S.p.A. and Clarence S.r.l.. Register.it S.p.A. also has a cash pooling agreement with its wholly-owned subsidiaries. At 30 September 2015, the Dada Group had current and non-current bank credit lines (including leases, but excluding unsecured credit and exchange and interest rate derivatives) of €40 million, approximately €34.4 million of which drawn down (€38.0 million and €32.5 million, respectively, at 31 December 2014). Cash available amounts to €6.6 million following the €5 million received from the disposal of Moqu S.r.l., and the loan granted by Cariparma on 30 September 2015.

Exchange risk

The Group's international expansion and scope of operations expose it to fluctuations in exchange rates, especially EUR/GBP and EUR/USD. This exposure to exchange risk is the result of sales or purchases made in currencies other than the euro, and of company assets denominated in foreign currencies. Approximately 3% of the Group's sales are denominated in a currency other than the primary one (the euro), while about 34% of its service costs are expressed in foreign currency. In the first two months of 2015, the Group engaged mainly in currency forwards in order to hedge its exchange rate risk, as in prior years.

Credit risk

The Group's exposure to credit risk is related to trade and financial receivables. Following the disposal of the Moqu Group, the Dada Group's business is basically focused on the provision of professional services for domain registration, hosting and related services, which carry a more limited credit risk as fees are generally paid in advance. With regard to financial receivables, liquidity is only invested with banks of the highest standing.

In December 2014, a Dada Group company fully settled its dealings with Seat P.G., which gave effect to the composition with creditors procedure (blank option), closing past positions. At 30 September 2015, dealings with this party, which is the Group's main client, with an exposure amounting to 3% of consolidated revenue in 9M15, were classified as performing.

Price risk

The Group is not exposed to significant price volatility risk.

For further details, reference should be made to the information provided in accordance with IFRS 7 attached to this report, appearing in the financial statements at 31 December 2014.

Risks associated with the contract for the disposal of the BU Dada.net (hereinafter referred to as "the Contract")

In May 2011, Dada S.p.A. entered into a contract with Buongiorno S.p.A. for the disposal of the Dada.net Group (for more details, see the 2011 financial statements of the Dada Group).

Representations, warranties and penalties in the event of non-fulfillment

The Group has given the buyer certain representations and warranties, typical of this kind of transaction, with respect to Dada.net, its wholly-owned subsidiaries, Giglio and Youlike. Should the buyer, Dada.net, its wholly-owned subsidiaries, Giglio and/or Youlike become liable for any out-of-period expenses, costs or charges due to non-fulfillment of the representations and warranties made by the seller, the seller will be required to indemnify and hold harmless the buyer for the amount of such liabilities, provided that the total sum of the individual losses exceeding a given minimum amount exceeds an established threshold, for a total maximum penalty of €7,125,000. The duration of the guarantees depends on the type of guarantee involved and in certain instances coincides with the statute of limitations relative to the dispute in question.

With regard to the rights and obligations set out in the contract, mention must be made that in April 2013, Dada S.p.A. received a claim for compensation from the buyer under the sale contract. Such claim arises from a complaint filed by Receita Federal do Brasil referring to certain alleged anomalies found in a tax audit which had started in March 2011, against Dada Brasil Servicos de Tecnologia Ltda, relating to the 2008 tax return for a total disputed amount of 13.4 million Brazilian Reais (approximately €4.2 million). The Company, under the sale contract and in conjunction with the buyer, has established defense against such claim and has reserved the right to rebut the claim for compensation filed by the buyer. Based on the preliminary technical-legal indications received, the current dispute with the Brazilian tax authorities may most likely extend in time.

Based also on IAS 37 related to contingent liabilities and taking into account the recent date of commencement of the dispute, as well as the preliminary analysis conducted, the Company deems it unnecessary to date to set up any case reserves, except for a reserve set up solely for legal fees for defense against such claim.

In May 2013, Dada S.p.A. received three other claims from the buyer under the sale contract. The claims involve: an investigation conducted by the Attorney General of the State of Minnesota on the potential violation, in the provision of client services, of State laws by Dada Entertainment LLC, sold to the Buongiorno Group; the start of a preliminary audit by NYC tax authorities on Dada Entertainment LLC; and a claim involving a transaction entered into on a case allegedly within the scope of the contractual guarantees (quantified in $100,000). In this regard, mention must be made that the contract for the sale of the Dada.net Group provides for excess of €300,000 in favour of the seller.

Based also on IAS 37 related to contingent liabilities, given the early stages of the assessments made by the foregoing authorities, as well as the preliminary analysis conducted so far, the Company deems it unnecessary to date to set up any case reserves.

Special penalties

In addition to the representations and warranties mentioned above, the contract for the sale of Dada.net provides for other penalties for the seller under expressly stated circumstances that expose the buyer, Dada.net, and/or any other company within the scope of the sale to further liabilities. The seller shall indemnify and hold harmless the buyer for the amount of any such liabilities that arise, provided this penalty exceeds the specific thresholds laid down in the contract. In specified cases, an additional ceiling of €2,175,000 will apply on top of the maximum penalty listed above. An action may be brought under this guarantee through 31 May 2016.

Risks associated with the contract for the disposal of the Moqu Group

Risks associated with the contract for the disposal of Moqu S.r.l.

Terms of payment of the interests in Moqu S.r.l.

Out of the full price, an instalment of €5,000,000 was paid in cash on 16 March 2015.

This part was adjusted in June 2015 by the calculation of the net financial position of the Moqu Group at 31 March 2015, for an amount of -€0.24 million.

In addition to the above part, the contract also requires the buyer to pay the seller an earn-out, if the item "Revenue" in the 2015 Consolidated Income Statement of the Moqu Group (that is, Moqu S.r.l. and its subsidiaries) exceeds €6 million. In such case, the seller will receive an earn-out of up to a maximum of €1 million, on a linear basis and divided into the levels appearing in the contract. Any earn-out so calculated will be paid within five days from the date of approval of the 2015 consolidated financial statements of the Moqu Group, and no later than 30 April 2016.

The contract does not provide for amounts withheld by the buyer in respect of indemnification obligations taken on by the seller under the contract, based on representations and warranties given by the seller to the buyer.

Representations, warranties and penalties in the event of non-fulfillment

The seller has given the buyer certain representations and warranties, typical of this kind of transaction, with respect to the disposed company and its wholly-owned subsidiaries.

Should the buyer become liable for any out-of-period expenses, costs or charges due to non-fulfillment of the representations and warranties given by the seller, the seller will be required to indemnify and hold harmless the buyer for the amount of such liabilities, provided that the total sum of the individual losses exceeding a given minimum amount exceeds an established threshold, for a total maximum amount of €1,000,000.00.

Risks of the reduced scope of operations

The sale of the disposed company has narrowed the scope of operations of the Issuer's group. Following the disposal, operations will be basically focused on the provision of professional services for domain registration, hosting and related services. Furthermore, for one year from the disposal date, the Issuer's group will be bound by a non-compete obligation measured on the specific business performed by Moqu S.r.l.. Under the obligation, over such period of time, the seller may not carry out Performance Advertising activities, meaning the management of online advertising through a business model based on acquisition and monetization of web traffic through specific partnerships with major search engines. Furthermore, it should be noted that the disposed company is active in extremely competitive business environments subject to recurring changes of policy by the dominant player, and in recent years, its results have suffered sharp declines.

Risks associated with the contract for the transfer of the ProAdv business unit to 4W Marketplace S.r.l.

Representations, warranties and penalties in the event of non-fulfillment

The transferor has given certain representations and warranties (typical of this kind of transaction) with respect to the transferred business unit.

Should the transferee become liable for any out-of-period expenses, costs or charges due to non-fulfillment of the representations and warranties given by the transferor to the transferee, the transferor will be required to indemnify and hold harmless the transferee for the amount of such liabilities, based on different time limits of the indemnification obligation, and provided that the total sum of the individual losses exceeding a given minimum amount exceeds an established threshold, for a total maximum amount of €2,184,498, equal to the appraised value of the transfer of the ProAdv business unit.

Risks to which the Parent Company Dada S.p.A. is exposed

The Parent Company is essentially exposed to the same risks and uncertainties affecting the entire Dada Group.

Seasonal trends

The Dada Group's main operations are not affected by seasonal trends that could influence results for the period, except as outlined in the section on Net Working Capital.

3. Segment reporting pursuant to IFRS 8

For operational purposes, the Dada Group is structured by business segment. Since 1Q15, the Group has been organized in a single Business Unit (**Domain & Hosting**).

This effect is a result of the reorganization following the disposal of the Moqu Group (which headed up the Performance Advertising business) in March 2015, with financial effects backdated to 28 February. Accordingly, the remaining product lines (domain and hosting) and corporate activities (managed by the Parent Dada S.p.A.) are so completely integrated with each other that they no longer qualify as separate business segments under IFRS 8.

Based on this new structure, 9M14 comparative figures have been restated.

Notes on the main items in the following tables are shown in the Directors' report in the Results section.

“Domain and Hosting” activities focus on self-provisioning professional services, which include:

- Domain name registration – digital solutions for online identity
- Hosting services
- Website creation
- E-commerce services
- Certified e-mail and e-mail services
- Advertising services

The Domain and Hosting Division heads up Register.it S.p.A. and this company's Italian and foreign (direct and indirect) subsidiaries: Nominalia SA, Amen Ltd, Amen Netherland B.V., Amenworld-Servicos Internet LDA, Agence des Medias Numeriques SAS, Amen Ltd, Namesco Ltd, Namesco Inc., Namesco Ireland Ltd, Poundhost Internet Ltd, Simply Virtual Servers Limited, Simply Transit Limited and Etinet S.r.l..

Income statement by business segment at 30 September 2015

30 September 2015 (9 months)			
Segment reporting	**Total continuing operations**	**Total discontinued operations**	**Total consolidated**
Revenue – Italy	20,406		20,406
Revenue - abroad	26,254		26,254
Revenue - interdivisional			-
Net revenue	**46,660**	**-**	**46,660**
Increase in own work capitalized	1,689		1,689
Service costs	-26,484		-26,484
Payroll costs	-13,407		-13,407
Segment EBITDA	**8,458**	**-**	**8,458**
Depreciation, amortization and impairment of fixed assets	-5,071		-5,071
Impairment, provisions and non-recurring income/charges	-351		-351
EBIT	**3,036**	**-**	**3,036**
Net financial charges	-1,883		-1,883
Other income/charges from financial assets and liabilities	2,184		2,184
Share of profit/loss of companies valued at equity	3		3
Profit (loss) before taxes	**3,341**	**-**	**3,341**
Income taxes	-717		-717
Group & non-controlling interests profit (loss)	**2,624**	**-**	**2,624**
Non-controlling interests			-
Profit (loss) from discontinued operations		-346	-346
Group net profit (loss)	**2,624**	**-346**	**2,279**

Income statement by business segment at 30 September 2014

30 September 2014 (9 months)			
Segment reporting	**Total continuing operations**	**Total discontinued operations**	**Total consolidated**
Revenue – Italy	19,932		19,932
Revenue - abroad	24,554		24,554
Revenue - interdivisional			-
Net revenue	**44,486**	-	**44,486**
Increase in own work capitalized	2,329		2,329
Service costs	-26,037		-26,037
Payroll costs	-13,749		-13,749
Segment EBITDA	**7,030**	**-**	**7,030**
Depreciation, amortization and impairment of fixed assets	-5,270		-5,270
Impairment, provisions and non-recurring income/charges	-476		-476
EBIT	**1,284**	**-**	**1,284**
Net financial charges	-1,992		-1,992
Other income/charges from financial assets and liabilities	-		-
Profit (loss) before taxes	**-708**	**-**	**-708**
Income taxes	-712		-712
Group & non-controlling interests profit (loss)	**-1,420**	**-**	**-1,420**
Non-controlling interests			-
Profit (loss) from discontinued operations		38	38
Group net profit (loss)	**-1,420**	**38**	**-1,382**

Geographical breakdown of Dada Group revenue

Description	**30/09/2015 (9 months)**		**30/09/2014 (9 months)**	
	Amount	**% of total**	**Amount**	**% of total**
Revenue – Italy	20,406	44%	19,932	45%
Revenue – abroad	26,254	56%	24,554	55%
Total	**46,660**		**44,486**	

4. Business combinations

On 2 July 2015, Dada signed a binding agreement through its subsidiary Register.it S.p.A. to acquire 100% of the share capital of Etinet S.r.l., completed on 8 July 2015.

The consideration for 100% of the Etinet shares is €700,000 (net of adjusted NFP), based on a net financial position at break-even. Part was paid at the date of completion of the transaction, and part was placed in escrow to service the standard representations and warranties. An earn-out of a maximum of €90,000 will be paid in the first half of 2016 should pre-established goals be met.

The amount of identifiable assets and liabilities of Etinet S.r.l. at acquisition date is shown below:

Description	**Amount at acquisition**
Fixed assets	67
Current assets	489
Non-current liabilities	-51
Current liabilities	-509
Total net assets/liabilities	**-3**
Goodwill at acquisition	799
Total cost	**795**
Acquisition price	**795**
composed as follows:	
- Payment	490
- Remaining debt	210
- Earn out and change in price from adjusted NFP	95
Cash outflow from acquisition	**690**
Payment	700
Cash and cash equivalents acquired	-10

5. Related party transactions

Transactions carried out with related parties fall within the Company's ordinary operations and are settled at arm's length. They are similar to those described in the notes to the consolidated financial statements for the year ended 31 December 2014, to which reference is made. Related-party transactions are governed by a specific procedure approved by Dada S.p.A.'s Board of Directors. For further information, reference should be made to the section on significant events in 9M15.

6. Non-recurring income and charges

Non-recurring charges at 30 September 2015 amounted to €0.1 million, €69 thousand of which from the optimization of the Group structure and €76 thousand from non-recurring charges relating to extraordinary transactions, such as the transfer of the business unit to 4w MarketPlace and the acquisition of Etinet.

"Other income and charges from financial assets and liabilities" includes non-recurring income from the gain arising from the transfer of ProAdv/Simply assets to 4w MarketPlace S.r.l., amounting to €2.2 million.

For further information on these transactions, see the Directors' report.

In 9M14, non-recurring items had a negative impact of €0.1 million and referred mainly to charges for the optimization of the Group structure.

7. Share of profit (loss) of associates

The share of profit (loss) of associates amounted to €3 thousand at 30 September 2015, and refers to 25% of the 3Q15 results alone of 4w MarketPlace S.r.l., given that the acquisition, as explained in the Directors' report, took place on 30 June 2015.

In 9M14, the Group held no investments in associates.

8. Other property, plant and equipment

Investments in property, plant and equipment for continuing operations in 9M15 amounted to €2.7 million versus €1.5 million in 9M14, and consisted almost exclusively of the purchase of network servers and the installation of new systems to expand the server farm, and to networking and storage systems mainly for the Register.it subsidiaries and for Namesco and Poundhost in the UK. The applicable depreciation rate of the investments is between 20% and 33%, whereas the Datacenter setup fee is amortized over 10 years.

Furniture and fittings includes expenses incurred mainly in prior years for the new premises of the Dada Group's Italian and foreign companies. No significant increases were reported during the first nine months of the year. Here the main depreciation rate is 12%.

9. Intangible assets

Increases in intangible assets in 9M15, net of the acquisition of Etinet S.r.l., which resulted in an increase in goodwill of €0.7 million, amounted to approximately €1.9 million, down by about 34% versus €2.9 million in 9M14.

Considering increases in operating activities alone, amounting to €1.8 million, the figure dropped by 26% versus €2.5 million in 9M14.

Investments in intangible assets refer mainly to product development costs, specifically to the capitalization of internal expenses incurred by the Group to develop new products and services for the provision of domain and hosting services.

Specifically, these activities in 9M15 referred to:

- the gradual implementation of the new suite of Microsoft products, the cPanel platform,

- the integration of services with social networks, OpenExchange professional service, dedicated servers, development of new shared hosting and the Dada store.

The recognition of intangible assets is based on the future profitability calculated in accordance with the applicable international accounting standards.

Their recognition is supported by a careful evaluation of the future economic benefits of these services.

Amortization is made mainly on a straight-line basis over five years, which represents the estimated useful life of these projects.

10. Equity investments, financial assets and deferred tax assets

Movements in financial assets between 31 December 2014 and 30 September 2015 are shown below:

Description	**Balance at 31/12/14**	**Increases**	**Decreases**	**Other movements**	**Balance at 30/09/15**
Other financial assets	183	19	-10	3	194
Equity investments in associates		2,188			2,188
Total	**183**	**2,206**	**-10**	**3**	**2,382**

Other financial assets include security deposits issued by the Group to various service providers, while "other movements" include the amount of other financial assets recognized in the opening balance of Etinet.

Equity investments in associates include the recognition of the amount of the 25% interest acquired in the share capital of 4w MarketPlace on 30 June 2015, following the transfer of the ProAdv/Simply BU to 4w.

The amount was assessed by a sworn appraisal that determined the value of the BU at approximately €2.2 million; since the book value at transfer was basically equal to zero, this amount was recognized as a gain in the income statement.

The following table shows the carrying amounts of equity investments in associates:

Equity investments in associates	**4w MarketPlace S.r.l.**
Balance at 31/12/2014	-
Acquisitions	2,184
Disposals	-
Share of profit (loss)	3
Balance at 30/09/2015	**2,188**

The following table shows the list of equity investments in associates:

Name	Registered office	Share capital*	Currency	% of share capital
4w MarketPlace S.r.l.	Fisciano (SA)	22,436	Euro	25%

* following share capital increase made concurrent to transfer of ProAdv/Simply BU

Movements in deferred tax assets between 31 December 2014 and 30 September 2015 are shown below:

Description	31/12/14	Increases in continuing operations	Increases in discontinued operations	Utilizations	Exchange diff.	Other movements	Discontinued operations	30/09/15
Deferred tax assets	6,419	2	59	-232	29	3	-59	6,221
Total	**6,419**	**2**	**59**	**-232**	**29**	**3**	**-59**	**6,221**

Deferred tax assets of €6.2 million stem from both prior fiscal losses of the Dada Group and from temporary differences originating in upward readjustments in tax returns to be recovered in the future. Fiscal losses that can be carried forward to subsequent years amount to €40 million. These can be fully carried forward indefinitely and are 80% recoverable in each financial year (under the new Italian law).

Specifically, the fiscal losses on which deferred tax assets were calculated amount to €16.8 million.

For the sake of prudence, deferred tax assets have been recognized in proportion to the income the company is likely to achieve.

Utilization refers to the recovery of temporary differences against the tax charge for the year, while “Other movements” includes the tax effect of the 9M15 portion of the “Cash flow hedge reserve”.

11. Trade receivables

Consolidated trade receivables at 30 September 2015 amounted to €5 million, net of the provision for doubtful accounts, decreasing by 4% versus €5.2 million at 31 December 2014. Mention should be made that the figures at 31 December 2014 still included the balances of trade receivables from third parties of Moqu Adv. S.r.l. and Moqu Ireland (amounting to €0.5 million), companies disposed of in 1Q15, therefore with credit from third parties no longer contributed at 30 September 2015. Instead, this item was not affected by the transfer on 30 June 2015 of the ProAdv/Simply assets to 4w MarketPlace, as the trade receivables had not been included in the scope of the BU.

The average turnover on trade receivables is 30 days (measured as the ratio of receivables outstanding at the financial statements date and total turnover of the Group), and varies from one product to the next.

There are no trade receivables due beyond one year that would require an assessment of financial loss.

The Company estimates that the carrying value of trade and other receivables approximates their fair value.

In 9M15, the provision for doubtful accounts increased by €0.2 million, reflecting the need to write down a few positions which arose during the year as a result of the financial problems of a number of clients.

The provision, which amounted to €3.2 million at 30 September 2015, was deemed sufficient to cover potential losses on trade receivables.

12. Cash and cash equivalents and net debt

Total liquidity, which comprises liquidity at major banks, cash on hand and current financial receivables, amounted to €6.6 million at 30 September 2015 versus €1.4 million at 31 December 2014. This sharp increase is explained by the €3.5 million loan granted on 30 September by Cariparma and taken down to reduce debit items after the end of the third quarter.

Details on this aggregate are found in the Directors' report.

Description	Balance at 30/09/15	Balance at 31/12/14	Change	% change
Bank and post office deposits	6,086	1,378	4,708	342%
Time deposits	500	-	500	n.m.
Cash and valuables on hand	10	13	-3	n.m.
Total **	**6,597**	**1,391**	**5,205**	**374%**

**Note: Net of +4K for non-hedging foreign currency derivative

The table below shows loans and borrowings and their movements between 31 December 2014 and 30 September 2015:

Description	Balance at 31/12/14	Increases	Decreases	Other changes	Balance at 30/09/15
- Loans					
non-current portion*	16,674	14,355	-8,035	33	23,027
current portion	12,355	4,458	-8,105	53	8,761
Subtotal	**29,029**	**18,813**	**-16,140**	**86**	**31,787**
Account overdrafts	5,829	52	-3,240	-	2,641
Other current financial payables	-	452		-	452
Subtotal	**5,829**	**504**	**-3,240**	**-**	**3,093**
Grand total	**34,858**	**19,317**	**-19,380**	**86**	**34,880**

* beyond one year

The Dada Group's non-current loan agreements are mainly those entered into to finance the acquisitions made over the last few years, the investment in the new Datacenter of Namesco ltd, and the finance leases by Register.it and Poundhost. Some of these loans were renegotiated in 1Q15 and the relevant information is found below.

Description of loans held by the Dada Group at 30 September 2015:

- Register.it S.p.A.

  On 23 March 2015, the subsidiary Register.it S.p.A. amended the loan agreement with Intesa Sanpaolo, which provided, on the one hand, for the repayment of €4 million, with a residual balance of the loan at 31 March 2015 of €16 million and, on the other, for amendments to improve the loan conditions, which include: a new maturity extended to 31 December 2019, with the schedule that calls for a bullet repayment for the first 15 months, with maturity starting on 30 June 2016, followed by six half-yearly equal instalments of €1.8 million due on 31 December and 30 June each year, and a final instalment of €3.2 million on 31 December 2019; the total interest rate is the 6-month Euribor plus a spread of 3.50%. To partially hedge the interest rate risk, two IRS contracts are still in place with a 0.7775% rate, with the same half-yearly maturities of the loan of €0.6 million each and amortizing notional amount, and an additional IRS contract with a 0.631% rate and amortizing notional amount with the same structure as the previous.

  On 31 March 2015, Register.it S.p.A. also entered into a loan agreement with Unicredit for a total of €5 million, calling for the repayment of 7 half-yearly instalments of €0.5 million, with maturity starting on 30 June 2016, and a final instalment of €1 million due on 31 December 2019; the interest rate is the 6-month Euribor plus a spread of 350 bps.

  On 29 September 2015, Register.it entered into a loan agreement with Cariparma for a total amount of €3.5 million, repayable in 12 equal quarterly instalments starting on 31 December 2016 and expiring on 31 December 2019. The interest rate is the 3-month Euribor plus a spread of 270 bps. The loan is also secured with a guarantee by SACE on 35% of the amount funded.

  The three abovementioned medium/long term loans are unsecured loans and provide for the customary clauses to safeguard lenders, including mandatory repayment in the event of a change of control of Dada S.p.A. or Register S.p.A., or of breach of the covenants or financial ratios. Dada S.p.A. has also issued, in favour of the beneficiaries of these loans, an independent first-demand guarantee for the lenders.

  One of the two finance leases outstanding at the end of 2014 was redeemed for the amount of €0.2 million, while the second at 30 September 2015 has a residual balance of €0.2 million.

- DADA S.p.A.:

  Two loans are in place: the first is a fixed-term credit line (hot money) of €2 million, taken out on 21 September 2015 with a major bank, renewable for a maximum of 60 days, with a 2-month Euribor interest rate plus a spread of 4.50%; the second is a loan of €2 million taken out with a major bank on 26 November 2014 for a duration of 18 months, with repayment in 6 quarterly instalments of €0.3 million starting from the end of February 2015, with the last instalment due on 26 May 2016, and interest charged at

a 3-month Euribor rate plus a spread of 2.95%; the residual balance at 31 March 2015 is €1.7 million.
Dada S.p.A. has account overdrafts with major banks amounting to €6.6 million, with interest charged at 1-month Euribor, plus different spreads for each lender ranging from a minimum of 2.8% to a maximum of 6%.

- Namesco Ltd.: Four loans are in place, the first three of which are part of a single credit facility that provided for the issuance of separate funds in three tranches for a total initially of £2 million (approximately €2.6 million at current rates) starting from the beginning and end of 2013 and mid-2015 the third; the first has maturity on 6 August 2016, the second on 1 December 2016, and the third on 1 July 2018, all with a schedule that calls for repayment of monthly instalments respectively from August 2013, January 2014 and August 2015; the interest rate charged is the Bank's Sterling Base Rate plus a spread of 3%. The fourth loan, amounting initially to £0.2 million (€0.2 million), was entered into in mid-2015 and has maturity on 30 April 2018, with a 6% fixed interest rate, including the spread. The overall amount of these four loans at 30 September 2015 was £0.9 million (approximately €1.2 million). A new lease is also in place, with a residual balance at 30 September 2015 of £0.1 million (€0.1 million), and maturity on 30 April 2018; the fixed reference rate is 6%.

  Poundhost: Finance leases are in place with a residual balance at 30 September 2015 of £0.5 million (€0.7 million). These will be fully repaid on various maturity dates in 2016, 2017 and 2018.
  Some of the loans described above include covenants requiring the Group to satisfy certain financial ratios on an annual basis, starting from 31 December 2014, and on a half-yearly basis starting from 2016, tied to EBITDA and net financial position aggregates. A breach of covenant entitles the lending bank to request forfeiture of the acceleration clause and to call in the loan. These obligations were fully met at the close of the previous Interim Management Report.

For further information on Group liquidity and debt in 9M15, see the analysis contained in the Directors' report and the details appearing in the statement of cash flows.

13. Provisions for payroll, risks and charges

Movements in the provision for employee termination indemnities from 31 December 2014 to 30 September 2015 are shown in the table below:

Description	Balance at 31/12/14	Incr. in continuing op.	Incr. in discount.op.	Utilizations	Entry in the Group	Advances	Other movem.	Discounting to equity	Discontinued op.	Balance at 30/09/15
Provision for termination indemnities	815	369	7	-61	32	-3	-376	- 9	- 73	700
Total	**815**	**369**	**7**	**-61**	**32**	**-3**	**-376**	**-9**	**-73**	**700**

At 30 September 2015, the provision for termination indemnities (or TFR, *trattamento di fine rapporto*) amounted to €0.7 million, and covers the liability accrued to employees, in accordance with the current law and the collective employment contract. The effects of the deconsolidation of Moqu are shown in the column of discontinued operations, while the first-time consolidation of Etinet is shown in "Entry in the Group" "Other movements" refers to payments made to INPS (Italian Social Security), and to the transfer at end June 2015 of the ProAdv/Simply BU to 4w MarketPlace S.r.l..

As required by international accounting standards, the liability was determined using the Projected Unit Credit method, which treats every period of employment as the source of an additional unit of benefits and measures each unit separately when calculating the total obligation for liabilities accrued.

Movements in the provision for risks and charges from 31 December 2014 to 30 September 2015 are shown in the table below:

Description	Balance at 31/12/2014	Increase for the year	Utilizations for the year	Recognition in the income statement	Exchange difference	Balance at 30/09/2015
Provision for risks and charges	463	-	-3	-25	2	437
Provisions for tax disputes	81	-	-	-	-	81
Total	**544**	**-**	**-3**	**-25**	**2**	**518**

At 30 September 2015, the provision for risks and charges amounted to €0.5 million, decreasing slightly versus 31 December 2014, due to utilizations made in the first nine months of the year and to recognition in the income statement of prior provisions made for positively-settled legal disputes.

In 9M15, no further provisions were made for this item.

Exchange differences refer to the adjustment at year-end exchange rates of the provisions of companies with non-euro financial statements.

At 30 September 2015, the provision for risks and charges was made up of €0.4 million for business/legal disputes, and of €0.1 million for tax disputes.

No detailed information is given on the specific positions covered, also in order not to prejudice the outcome of proceedings.

14. Trade payables

The item "Trade payables" comprises the amounts regarding trade-related purchases and other types of costs for services directly linked to the Group's business. Trade payables at 30 September 2015 amounted to €7 million versus €10.1 million at 31 December 2014, dropping by 31%. The downward trend of this item is linked to both the greater re-balancing of payments and to the foregoing situation of trade receivables from the disposal of Moqu. Specifically, the effects of the deconsolidation of these companies on this item came to approximately €3 million.

The Company estimates that the carrying value of trade and other payables approximates their fair value.

15. Other payables and liabilities

Taxes payable, amounting to €2.2 million (€1.7 million at 31 December 2014), include withholding tax on salaries and consultants' pay for the month of September and income taxes pertaining to the period. The latter consist mainly of IRAP (regional tax) for the Group's Italian companies and of local taxes for subsidiaries abroad.

"Other payables", amounting to €17.1 million (€16 million at 31 December 2014), mainly comprises:

- bonus salaries due to employees (*tredicesima* and *quattordicesima*), pay in lieu of holiday, and other amounts payable for a total of €4.1 million;
- €0.3 million in social security payments due;
- deferred income of €12.7 million (€11.9 million at 31 December 2014), originating from the accrual accounting of contract revenue on domain and hosting, and other resale services pertaining to future periods after these interim financial statements.

The Company estimates that the carrying value of other payables and liabilities approximates their fair value.

16. Non-current assets of relevance to the cash flow statement

The table below shows movements in non-current tangible and intangible assets from 31 December 2014 to 30 September 2015:

Description	**Balance at 31/12/14**	**Incr. in continuing op.**	**Incr. in discont.op.**	**Discontinued op.**	**Entry in the Group**	**Exchange diff.**	**Deprec. Contin.op.**	**Deprec. Discount.op.**	**Balance at 30/09/15**
Goodwill	79,159	799				2,446			82,404
Total goodwill	*79,159*	*799*	-	-	-	*2,446*	-	-	*82,404*
Product/service development costs	7,111	1,699	95	-1,246	20	15	-2,036	-90	5,568
Concessions, licenses, brands	52	83		-1	-	-1	-79	-	54
Other	527	55		-4	9	-	-158	-	428
Rights and patents	-	-				-			-
Assets under dvpmt. & advances	-	-				-	-		-
Total intangible assets	*7,690*	*1,837*	*95*	*-1,251*	*28*	*15*	*-2,273*	*-90*	*6,051*
Total	**86,849**	**2,636**	**95**	**-1,251**	**28**	**2,461**	**-2,273**	**-90**	**88,456**

Description	Balance at 31/12/14	Incr. in continuing op.	Decreases	Discont i.op.	Other mov.	Entry in the Group	Exchange diff.	Deprec. continuing op.	Deprec. Discount.op.	Balance at 30/09/15
Plant and EDP machines:	7,793	2,620	-2	-11	-8	17	275	-2,667	-1	8,017
Furniture and fittings	241	21	-4	-1	0	7	2	-76	-1	189
Other	299	24	-	-2	0	12	8	-55	-	286
Other under development	-	-	-	-	-	-	-	-	-	-
TOTAL	**8,333**	**2,664**	**-6**	**-13**	**-8**	**36**	**285**	**-2,798**	**-2**	**8,491**

Regarding goodwill:

The increase is explained by the acquisition of Etinet S.r.l.; for more information, see the Directors' report.

The increase in "exchange differences" relating to goodwill is explained by exchange differences on goodwill expressed in other currencies, in particular for the UK company Namesco Ltd. (in British pounds), offset by the translation reserve recognized under consolidated equity reserves.

Furthermore, at 30 September 2015, an assessment was made to verify the absence of substantial differences between the quarterly forecasts used in the annual impairment test at 31 December 2014 and the actual results of the Dada Group at 30 September 2015. For further details, reference should be made to the consolidated financial statements at 31 December 2014.

With regard to the main increases in non-current tangible and intangible assets, reference should be made to the above section relating to increases in property, plant and equipment and intangible assets (Notes 8 and 9, respectively).

Mention should be made that cash resulting from investing activities amounted to +€0.7 million and refers: to the consideration of €4.75 million (including adjusted NFP) from the disposal of the Moqu Group; to -€0.21 million from the financial effects of discontinued operations; to the outlay of €0.7 million for the acquisition of Etinet S.r.l.; to investments made in 9M15 for a total of €4.5 million (€1.8 million in intangible assets and €2.7 million in property, plant and equipment), excluding purchases over the period not resulting in changes in cash flows, increased by investments made in the prior year but paid during the period under review.

17. Changes in equity reserves

At 30 September 2015, Dada S.p.A.'s share capital was comprised of n. 16,680,069 ordinary shares with a par value of €0.17 each, for a total of €2,836 thousand. There were no increases in 9M15.

Movements in equity items in 9M15 are found in the statements on page 32.

Here is a description of the main equity reserves together with their changes:

Legal reserve: this is a profit reserve built through allocation of net profit for the year from the approved separate financial statements. It can only be used in the amount exceeding one fifth of the share capital. At 30 September 2015, it had a balance of roughly €1 million, unchanged versus 31 December 2014.

Share premium reserve: this is a capital reserve generated by contributions from shareholders. There is no specific limit on its use, once the legal reserve has reached one fifth of the share capital. At 30 September 2015, it had a balance of €33.1 million. There were no increases in 9M15.

Other equity instruments: this item includes payroll costs accrued from the stock option plans issued by the Group. At 30 September 2015, it had a balance of €237 thousand versus €89 thousand at 31 December 2014. Movements over the period refer to the recognition of the portion of the Stock Option Plan allocated to the income statement, amounting to €153 thousand, and -€6 thousand to the deconsolidation of Moqu Adv S.r.l..

Other reserves:

- *FTA reserve:* built for the first-time adoption of IFRS, at 30 September 2015, it had a negative balance of -€6.2 million.
- *Extraordinary reserve* of €19.1 million, unchanged in 9M15.
- *Cash flow hedge reserve,* net of tax effects, it shows a negative balance of -€91 thousand at 30 September 2015, with a net change of -€14 thousand versus 31 December 2014.
- *Termination indemnity discounting reserve,* net of tax effects, it shows a negative balance of -€70 thousand at 30 September 2015 versus -€77 thousand at 31 December 2014; movements in 9M15 refer to the deconsolidation of Moqu.
- *Translation reserve,* containing the differences arising from the translation of subsidiaries' individual financial statements prepared in currencies other than the euro, with a negative balance at 30 September 2015 of -€2.2 million (versus a negative balance of -€4.4 million at 31 December 2014). Movements in 9M15, totaling roughly €2.2 million, arose mostly from the translation of the financial statements and goodwill of the subsidiaries Poundhost and Namesco.
- *Other reserves,* these amounted to €1.1 million at 31 December 2014, and included the reserves generated by the deconsolidation of the Dada.net Group, while at 30 September 2015, they amounted to €5.3 million; the net change of €4.2 million is attributable to the disposal of the Moqu Group. The disposal is classified as a "business combination of entities under common control", since both Dada S.p.A. and Italiaonline S.p.A. are controlled by Orascom TMT Investments S.à r.l. through the subsidiary Libero Acquisitions S.à r.l.. In compliance, therefore, with Preliminary Guidance n.1 issued by Assirevi on IFRS (also known as OPI 1), the difference between the transaction price, which includes the adjusted NFP, and the pre-existing value of the assets under disposal must not be recognized in the

income statement, but as an adjustment to the consolidated equity reserves of the Dada Group.

18. Net change in financial payables and other financial assets in the statement of cash flows

The following table reconciles the change in consolidated net financial position with the change in cash and cash equivalents:

Description	30/09/2015
Change in net financial position	**5,149**
Change in non-current loans	6,351
Change in non-cash derivatives	35
Change in cash and cash equivalents	**11,535**

Current account overdrafts, in accordance with the accounting policies, are counted as part of the change in cash and cash equivalents. In 9M15, most of the change was attributable to the increase in medium/long-term loans.

19. Commitments

The table below shows changes in commitments between 31 December 2014 and 30 September 2015:

Description	Balance at 31/12/2014	Increase for the period	Decrease for the period	Other changes	Balance at 30/09/2015
Guarantees	2,988	793	-65	36	3,753
Total	**2,988**	**793**	**-65**	**36**	**3,753**

The increases over the period are attributable mainly to the guarantee issued by Monte dei Paschi di Siena in the interest of Banca HSBC on behalf of Namesco Ltd. of approximately €0.6 million, the guarantee issued to a provider for cash inflows to its affiliate Amen France of €0.1 million, and, to a lesser degree, to the guarantee issued for Group-wide VAT offsetting.

The decrease is explained by the reduction in the guarantee granted to a provider for cash inflows in favour of the UK subsidiary Namesco.

Other changes include the net effects of the exchange adjustments of the guarantees issued in currencies other than the euro.

There are no potential commitments that are not recorded in the statement of financial position.

20. Profit (loss) from discontinued operations

Details on the disposal of Moqu S.r.l., completed in 1Q15, are found in the Directors' report. Mention should be made that all the charges associated with the disposal of Moqu to Italiaonline S.r.l have been grouped in a single item named "Profit (loss) from discontinued operations", which also includes other income statement items that refer to the scope involved in the extraordinary transaction. The financial effects of this disposal have been backdated to 28 February 2015.

The table below shows the details of Profit (loss) from discontinued operations:

Description	**Balance at 28/02/2015**
Profit (loss) from discontinued operations	-233
costs associated with discontinued operations	*-96*
Costs associated with discontinued operations paid by the Parent	-113
Profit (loss) from discontinued operations	**-346**

The table below shows the breakdown of the income statement item related to profit (loss) from discontinued operations in this quarterly report:

Description	**Balance at 28/02/2015**
Revenue from discontinued operations	1,101
Increase in own work capitalized - discontinued operations	95
Costs for discontinued operations	-1,066
Depreciation and amortization of discontinued operations	-92
Non-recurring changes from discontinued operations	-96
Financial income/charges from discontinued operations	-233
Profit (loss) before taxes from discontinued operations	**-292**
Taxes for discontinued operations	59
Net profit (loss) from discontinued operations	**-233**

The overall effect on cash and cash equivalents associated with the disposal of the Moqu Group amounted to €4.8 million. Here are the details:

Description	Moqu Group
Cash consideration	4,758
Cash disposed of	-206
Total	**4,551**

Florence, 11 November 2015

For the Board of Directors
The Chief Executive Officer
Claudio Corbetta

Statement by the Manager responsible for preparing the Company's Financial Reports

Pursuant to art. 154 *bis* (2) of the Uniform Finance Act (Testo Unico della Finanza or TUF), it is hereby declared that the financial information contained in this Interim Management Report corresponds to the Company's records, ledgers and accounting entries.

Financial Reporting Manager
Federico Bronzi

ANNEX 1

RECLASSIFIED CONSOLIDATED INCOME STATEMENT AT 30 SEPTEMBER 2015

EUR/000	30-Sept.-15 9 months		30-Sept.-14 9 months		DIFFERENCE	
	Amount	% of	Amount	% of	Absolute	%
Net revenue	**46,660**	**100%**	**44,486**	**100%**	**2,174**	**5%**
Chg. in inventories & inc. in own wk. capitalized	1,689	4%	2,329	5%	-640	-27%
Service costs and other operating expenses	-26,484	-57%	-26,037	-59%	-446	2%
Payroll costs	-13,407	-29%	-13,749	-31%	342	-2%
EBITDA	**8,458**	**18%**	**7,030**	**16%**	**1,429**	**20%**
Depreciation and amortization	-5,071	-11%	-5,247	-12%	-176	-3%
Non-recurring income/(charges)	-146	-	-146	-	-	-
Impairment of fixed assets	-	-	-23	-	23	-100%
Impairment losses and other provisions	-205	-	-330	-1%	124	-38%
EBIT	**3,036**	**7%**	**1,284**	**3%**	**1,752**	**136%**
Financial income	626	1%	528	1%	98	19%
Financial charges	-2,509	-5%	-2,520	-6%	11	-
Other income/charges from financial assets and liabilities	2,184	-	-	-	-	-
Share of profit/loss of companies valued at equity	3	-	-	-	-	-
Profit/(loss) before taxes	**3,341**	**7%**	**-708**	**-2%**	**4,049**	**572%**
Income taxes	-717	-2%	-712	-2%	-5	1%
Profit/(loss) from continuing operations	**2,624**	**6%**	**-1,420**	**-3%**	**4,045**	**285%**
Profit/(loss) from discontinued operations	-346	-1%	38	0%	-384	-1005%
Group net profit (loss)	**2,279**	**5%**	**-1,382**	**-3%**	**3,661**	**265%**

ANNEX 2

RECLASSIFIED CONSOLIDATED INCOME STATEMENT AT 30 SEPTEMBER 2015

EUR/000	3Q15		3Q14		DIFFERENCE	
	Amount	% of	Amount	% of	Absolute	%
Net revenue	**14,780**	**100%**	**13,624**	**100%**	**1,155**	**8%**
Chg. in inventories & inc. in own wk. capitalized	479	3%	699	5%	-220	-31%
Service costs and other operating expenses	-8,236	-56%	-7,809	-57%	-427	5%
Payroll costs	-4,599	-31%	-4,368	-32%	-232	5%
EBITDA	**2,424**	**16%**	**2,147**	**16%**	**277**	**13%**
Depreciation and amortization	-1,692	-11%	-1,800	-13%	-107	-6%
Non-recurring income/(charges)	-5	-	-146	-1%	141	-96%
Impairment of fixed assets	-	-	-23	-	23	-100%
Impairment losses and other provisions	-40	-	148	1%	-188	-127%
EBIT	**686**	**5%**	**327**	**2%**	**360**	**110%**
Financial income	53	0%	246	2%	-193	-78%
Financial charges	-815	-6%	-828	-6%	13	-2%
Other income/charges from financial assets and liabilities	-	-	-	-	-	-
Share of profit/loss of companies valued at equity	3	-	-	-	3	-
Profit/(loss) before taxes	**-72**	**0%**	**-256**	**-2%**	**184**	**72%**
Income taxes	-154	-1%	-303	-2%	149	-49%
Profit/(loss) from continuing operations	**-226**	**-2%**	**-559**	**-4%**	**333**	**60%**
Profit/(loss) from discontinued operations	-	-	26	-	-26	-100%
Group net profit/(loss)	**-226**	**-2%**	**-533**	**-4%**	**307**	**58%**

ANNEX 3

DADA GROUP NET WORKING CAPITAL AND NET FINANCIAL POSITION AT 30 SEPTEMBER 2015

EUR/000	30-Sept.-15	31-Dec.-14	DIFFERENCE	
			Absolute	%
Fixed assets	**99,328**	**95,364**	**3,964**	**4%**
Current operating assets	15,506	17,585	-2,079	-12%
Current operating liabilities	-26,206	-27,851	1,645	-6%
Net working capital	**-10,700**	**-10,266**	**-434**	**-4%**
Provision for termination indemnities	-700	-815	115	-14%
Provision for risks and charges	-518	-544	26	-5%
Other payables due beyond one year	-	-17	17	-100%
Net capital employed	**87,411**	**83,723**	**3,688**	**4%**
Non-current financial payables and derivatives	-23,099	-16,674	-6,425	39%
Shareholders' equity	**-58,986**	**-50,150**	**-8,837**	**18%**
Current bank debt	-11,402	-18,183	6,782	-37%
Current financial receivables and derivatives	504	-	504	n.m.
Current financial payables and derivatives	-524	-107	417	390%
Cash and cash equivalents	6,097	1,391	4,705	338%
Net short-term financial position	**-5,325**	**-16,899**	**11,574**	**-68%**
Total net financial position	**-28,425**	**-33,573**	**5,149**	**-15%**

ANNEX 4

Dada Group scope of consolidation at 30 September 2015

Name	Registered Office	Currency	Share capital	Held by	% held	Consolidation period
Dada S.p.A. (Parent)	**Florence**	**Euro**	**2,835,612**	**Parent**		**Jan.-Sept. 2015**
Agence des Medias Numerique Sas	Paris	Euro	37,000	Register.it S.p.A.	100	Jan.-Sept. 2015
Amen Ltd.	London	GBP	2	Register.it S.p.A.	100	Jan.-Sept. 2015
Amen Nederland B.V.	Amsterdam	Euro	18,000	Register.it S.p.A.	100	Jan.-Sept. 2015
Amenworld Servicios internet	Lisbon	Euro	10,000	Register.it S.p.A.	100	Jan.-Sept. 2015
Clarence S.r.l.	Florence	Euro	21,000	Dada S.p.A.	100	Jan.-Sept. 2015
Fueps S.p.A.*	Florence	Euro	10,000	Dada S.p.A.	100	Jan.-Sept. 2015
Namesco Inc.	New York	USD	1,000	Namesco Ltd.	100	Jan.-Sept. 2015
Namesco Ltd.	Worcester	GBP	100	Register.it S.p.A.	100	Jan.-Sept. 2015
Namesco Ireland Ltd	Dublin	Euro	1	Namesco Ltd.	100	Jan.-Sept. 2015
Nominalia Internet S.L.	Barcelona	Euro	3,000	Register.it S.p.A.	100	Jan.-Sept. 2015
Poundhost Internet Ltd	Worcester	GBP	200	Namesco Ltd.	100	Jan.-Sept. 2015
Register.it S.p.A.	Florence	Euro	8,401,460	Dada S.p.A.	100	Jan.-Sept. 2015
Simply Virtual Servers Limited	Worcester	GBP	2	Namesco Ltd.	100	Jan.-Sept. 2015
Simply Transit Limited	Worcester	GBP	2	Namesco Ltd.	100	Jan.-Sept. 2015
4w MarketPlace S.r.l. ***	Fisciano	Euro	22,436	Register.it	25	-
Moqu Adv S.r.l. **	Florence	Euro	10,000	Dada S.p.A.		Jan.-Feb. 2015
Moqu Adv Ireland Ltd **	Dublin	Euro	1	Moqu Adv S.r.l.		Jan.-Feb. 2015
Etinet S.r.l.****	Turin	Euro	22,000	Register.it S.p.A.	100	July-Sept. 2015

* Converted into a limited liability company, effective as from 7 January 2015. Reduction in the share capital effective as from 4 May 2015.
** Companies disposed of, effective 28 February 2015, and consolidated for two months in a single item named "Profit (loss) from discontinued operations".
*** Equity interest acquired following transfer of the ProAdv/Simply BU on 30 June 2015. Consolidated at equity.
**** Company acquired in July 2015 and fully consolidated starting from 1 July 2015.