

Corporate Presentation

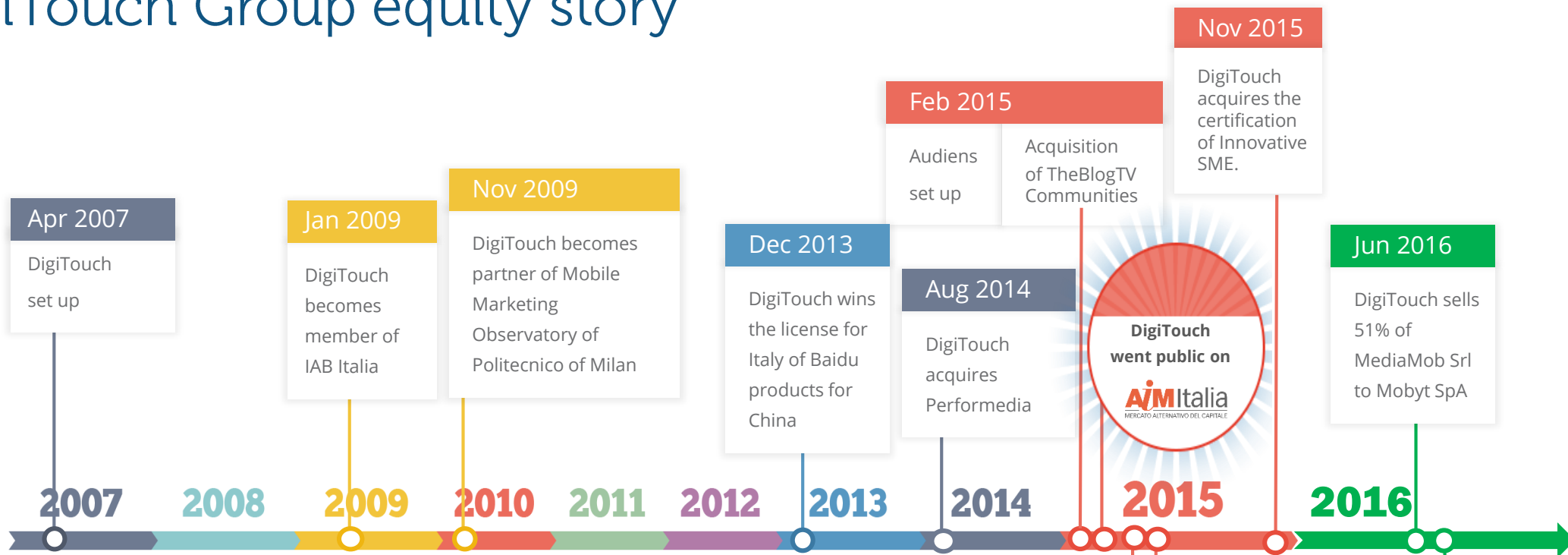
Last update: October 2016



1. Group profile
2. Financial & economic data H1 2016
3. Business progress up to date
4. Stock trend
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Group profile

DigiTouch Group equity story

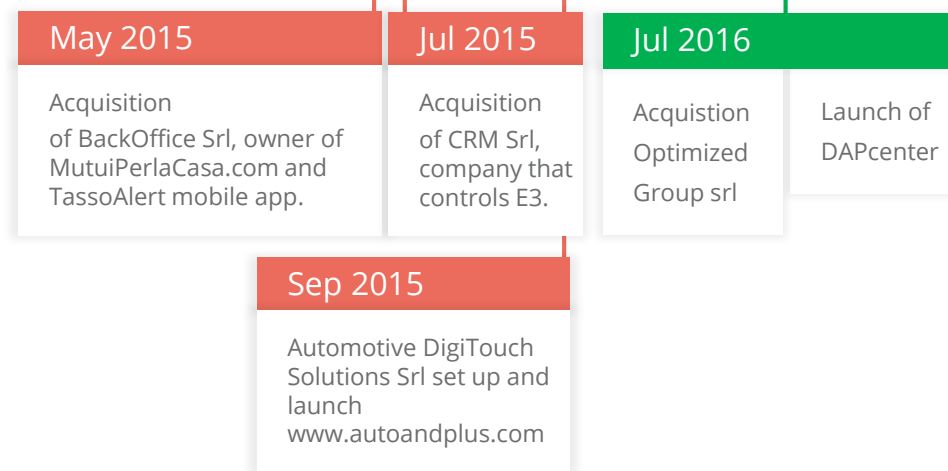


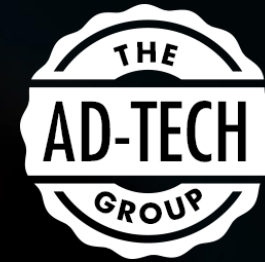
16th March 2015: DigiTouch went public on AIM Market

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

Floating capital: 31,6%

Market cap: 33,1 million Euros





THE LARGEST INDEPENDENT
DIGITAL ADVERTISING PLAYER IN ITALY

MOBILE
& SOCIAL

PERFORMANCE

BIG
DATA

DIGITOUCH
AGENCY

performMEDIA
planning with digital DNA



Optimized
Group.

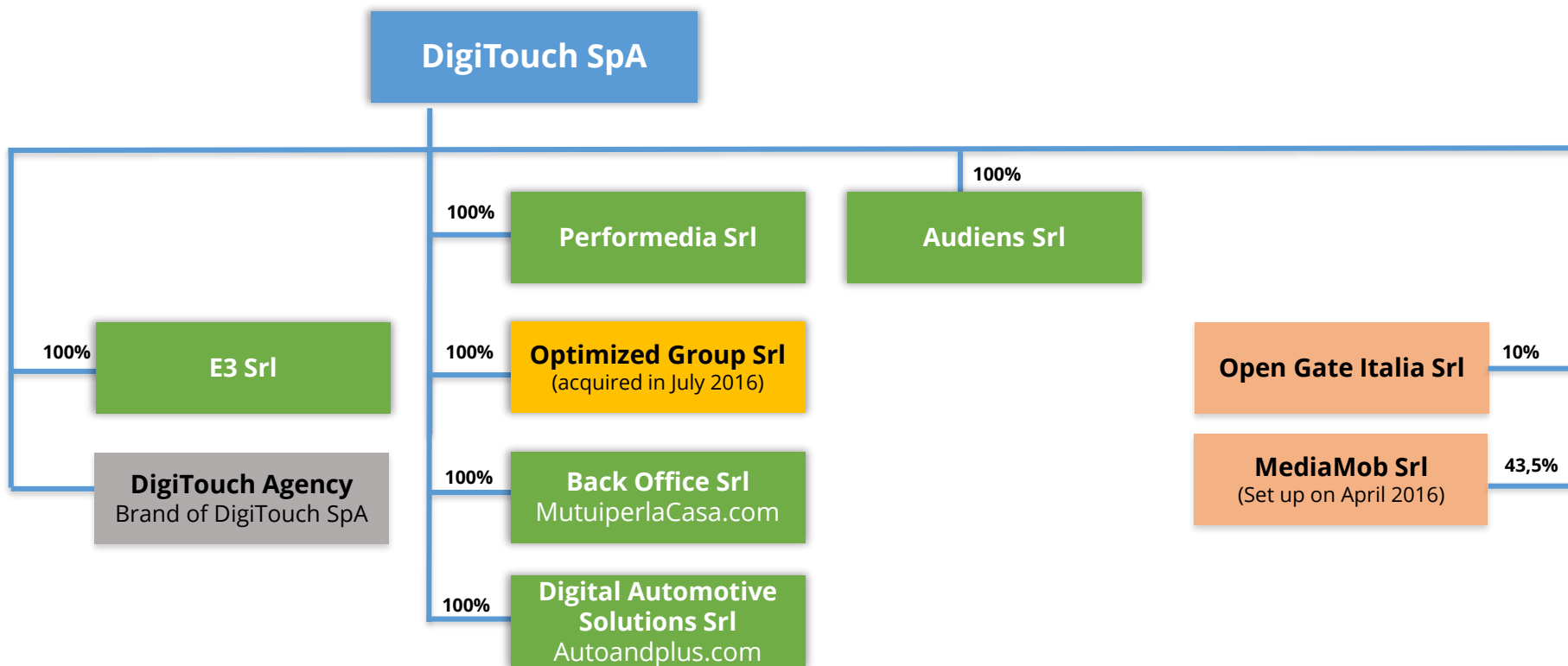


mutui
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AUTO&Plus

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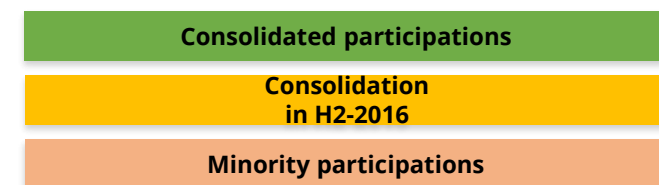
DigiTouch Group: the structure



Changes:

1. Acquisition of 10% of **Open Gate Italia Srl**
2. Transfer of the majority participation (51%) of **MediaMob Srl**
3. Merger through incorporation of **CRM Srl** in E3 Srl to simplify the company chain
4. Acquisition of 100% of **Optimized Group Srl** finalized in July 2016

READING KEY:



**UNIT
MOBILE&SOCIAL**

**UNIT
PERFORMANCE**

**UNIT
BIG DATA**

**Equity method
participation**

Clients portfolio

Data show the weight in percentage of the first three verticals in 2015 DigiTouch Group's Clients portfolio.



WHO, in which ROLE	TYPE	BACK GROUND
 <p>SIMONE RANUCCI BRANDIMARTE DigiTouch Group Chairman</p>	BoD	Entrepreneur & Co-founder of Multiple Ventures Goswiff CEO, President & Founder Glamoo Co-Founder of Buongiorno - CEO Buongiorno Mitsui Asia JV Started Career in Accenture, Strategic Services
 <p>PAOLO MARDEGAN CEO DigiTouch Group</p>	BoD	Premium Services Director in NeoNetwork Director for New Product Development in Buongiorno S.p.A. Well known writer and Blogger IAB Italia Board Member 2014/2017
 <p>MARKO MARAS CTO DigiTouch Group and Partner of Audiens</p>	Key People	Founder & CEO of OneBip (sold to Neomobile) Founder of Simple Ventures IT Manager at In3 Internet Ventures
 <p>MICHELA RIZZO Investor Relator and CFO DigiTouch Group</p>	Key People	Controller in Vodafone Auditor In PwC
 <p>VERONICA MACCANI Investor Relator and Head of Marketing & Communication DigiTouch Group</p>	Key People	Advertising & Brand Manager in Vodafone Event Specialist in Wireless
 <p>DANIELA ROBBA Head of DigiTouch Agency</p>	Key People	Head of Milan Office, TheBlogTV Communities COO in DMC; Manager in DMC-Fullsix; Marketing Manager in Bibop Research; before in MTV and RAI.
 <p>ANNARITA OLIVIERI Managing Director of Performedia Srl</p>	Key People	Key Account Coordinator in DigiTouch until October 2015 Mobile service and content Manager in Lycos, in Buongiorno and in DigitAlchemy; Community Manager in I-side.
 <p>FABIO RACCHINI, FEDERICO CECCARELLI, MAURIZIO MAZZANTI Management team of E3 Srl</p>	Key People	CEO E3 Sales Director Creative Director
 <p>NIKLAS LINDAHL CEO of Optimized Group Head of International Development of DigiTouch Group</p>	Key People	Country Manager in Just Search Key Account Manager Netbooster Sweden

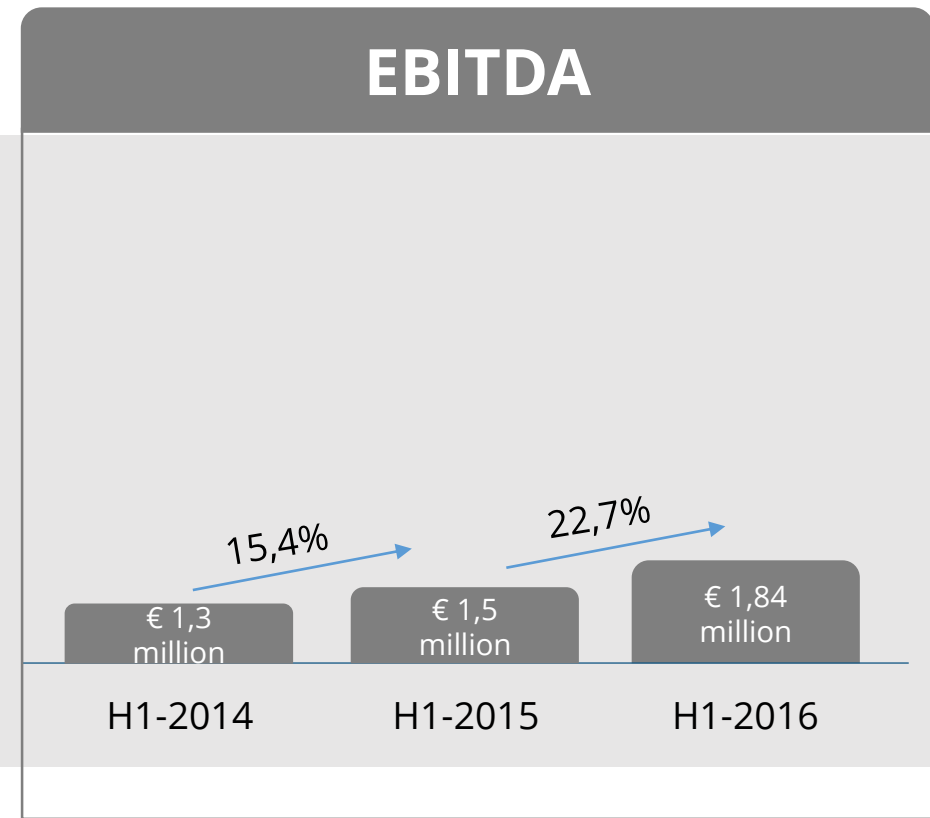
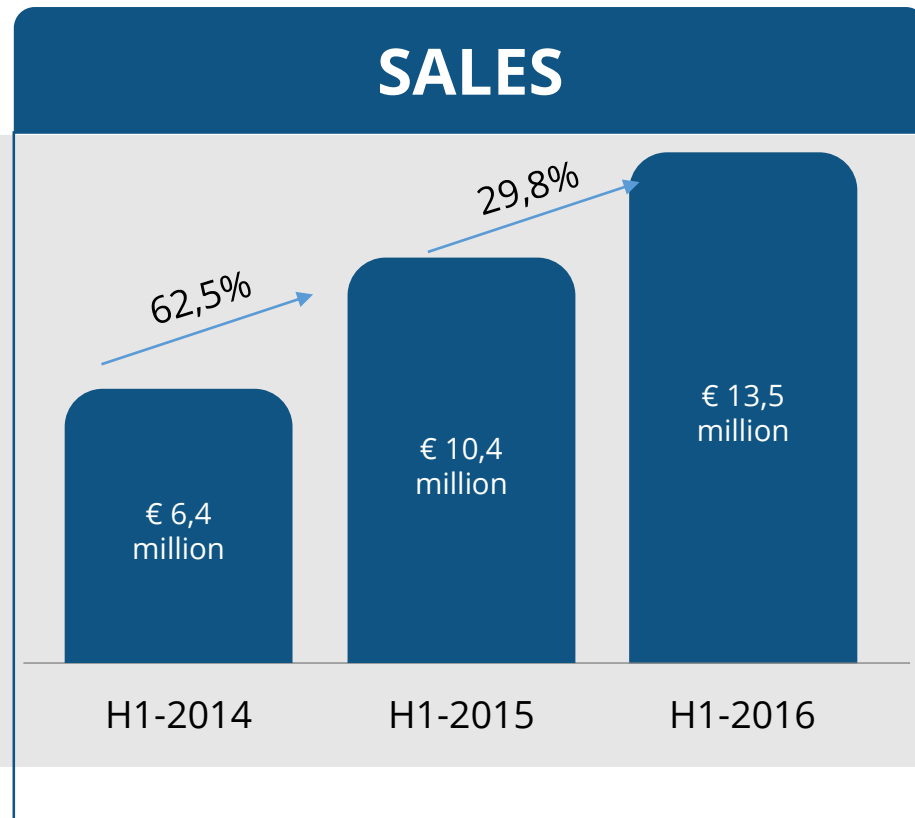
Financial & economic data H1 2016

Key metrics	H1-2016		H1-2015		Growth H1-16 on H1-15
	€ mln	% of Revenues	€	% of Revenues	
Revenues	13.541.497		10.454.877		29,5%
EBITDA	1.847.187	13,6	1.509.615	14,4 %	22,4%
EBIT	525.173	3,9	1.026.357	9,8 %	(48,8)%
EBT	1.736.436	12,8	1.122.630	10,7 %	54,7%
NET RESULTS	1.035.491	7,6	816.864	7,8 %	26,8%
of the Group	1.037.679	7,7	595.123	5,7 %	74,4%

Net Results of the Group closed at 1,04 million Euro on 30th June 2016, **with an increase of 74,4%** in comparison with the same pro-forma data in H1-2015 and that was 0,60 million Euro), because of the performance of the core management and of the capital gain coming from the transfer of the 51% participation in MediaMob.

Sales and EBITDA Performance in H1-2016

OVERALL

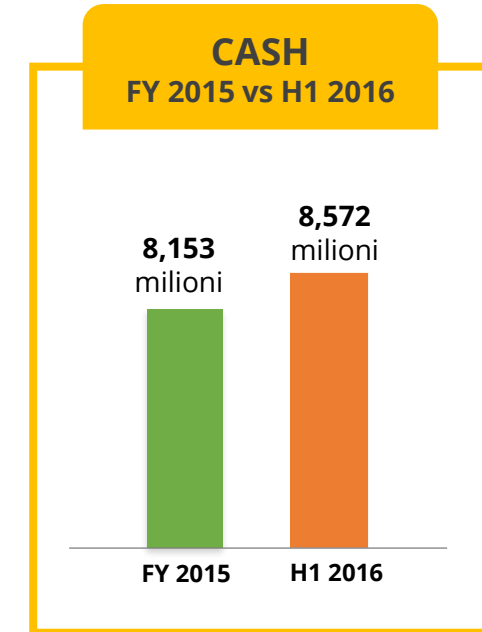
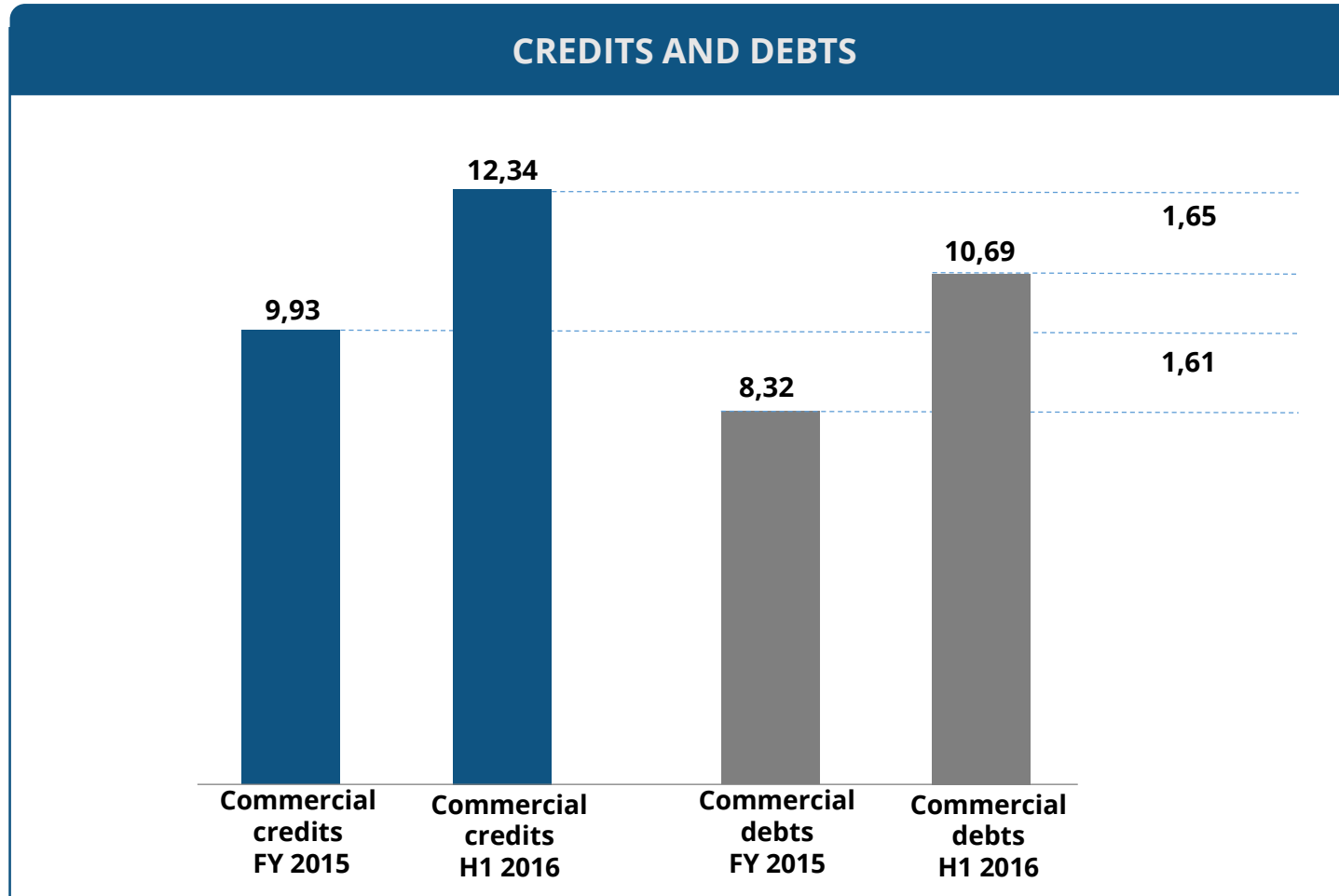


DigiTouch Group's Balance sheet consolidated & reclassified

Key metrics	H1-2016	FY-2015	Growth H1-16 on FY-15
	€	€	
FIXED CAPITAL	14.095.473	13.987.687	0,8%
NET INVESTED CAPITAL	13.486.624	14.048.291	4,0%
NET ASSETS	13.691.274	12.655.783	8,2%
NET FINANCIAL POSITION	(204.650)	1.392.507	(114,7)%

The **PFN** closed **positive** on 30th June 2016 for **Euro 205mila**
 With an improvement of about Euro 1,6 million in comparison with the PFN at 31st December 2015.

Consolidated Net Working Capital H1-2016



Description of the main PFN components:

Financial incomes from the sale of MediaMob

POC:

Fixed rate at 6%;
Quarterly deferred payments.

Financing of E3:

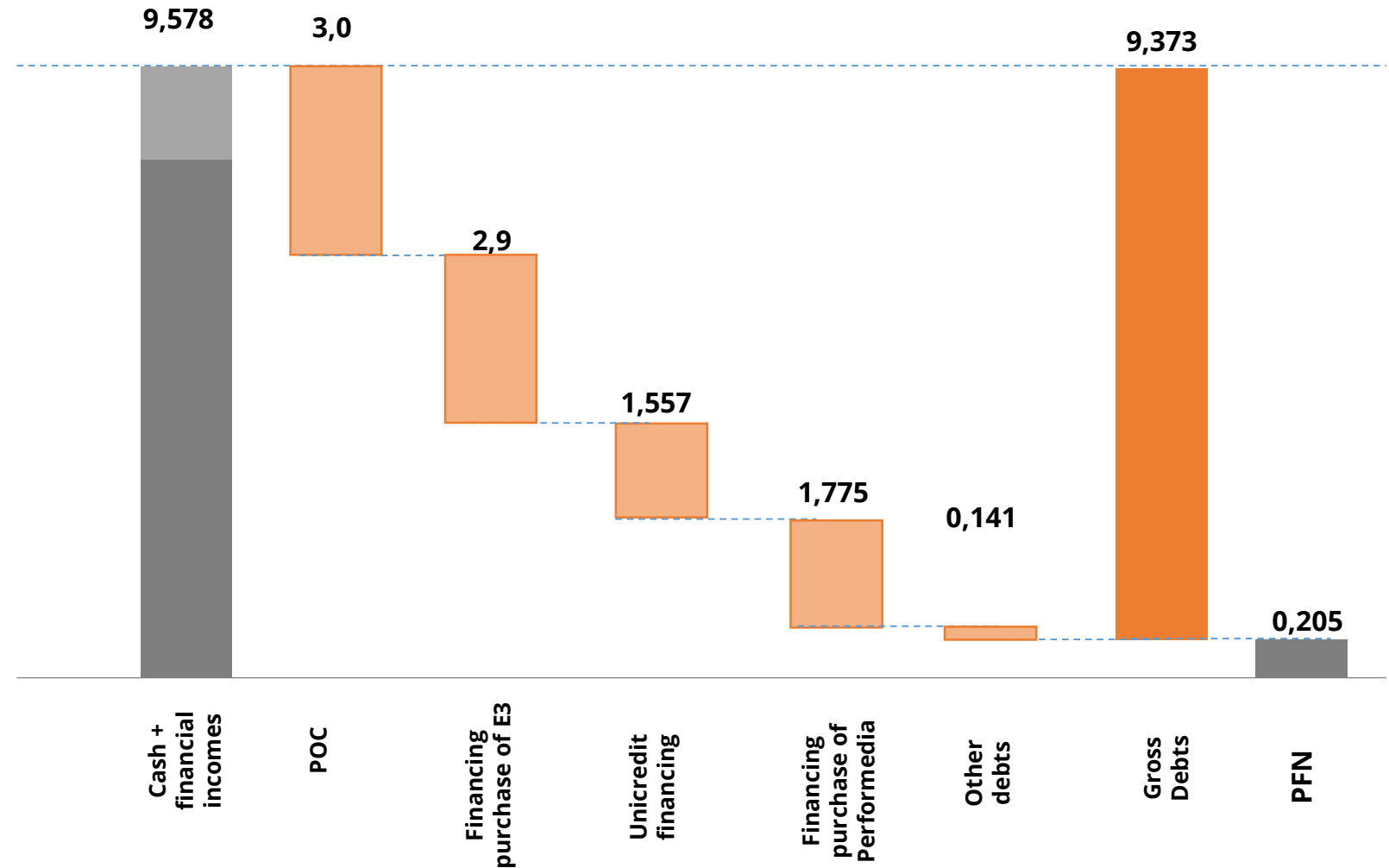
Fixed rate at 1,50%;
Bullet payment (only on the payment tranche that amounts to 1,5 Million Euro).

UCI Financing:

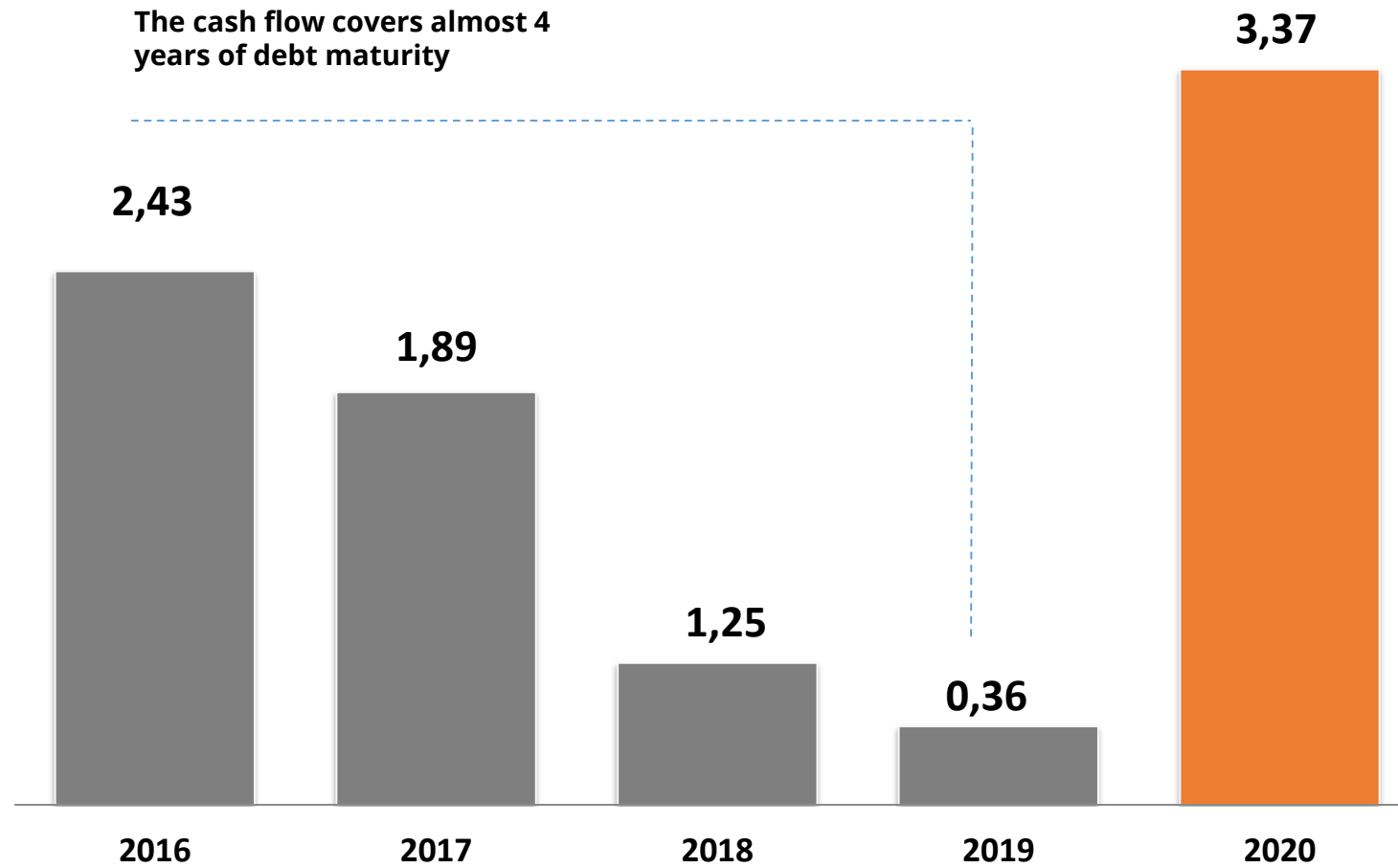
Euribor tax + 275bp.

Financing of Performedia:

No interest on the residual debt to Performedia shareholders.



Debt maturity at 30 June 2016



Value in million of Euro

Business progress up to date

Business progress: from the IPO until today – 1/3

Consolidation in Italy



About 6 million Euro have been used to strengthen DigiTouch Group positioning on the Italian market **through acquisitions and offer extension.**

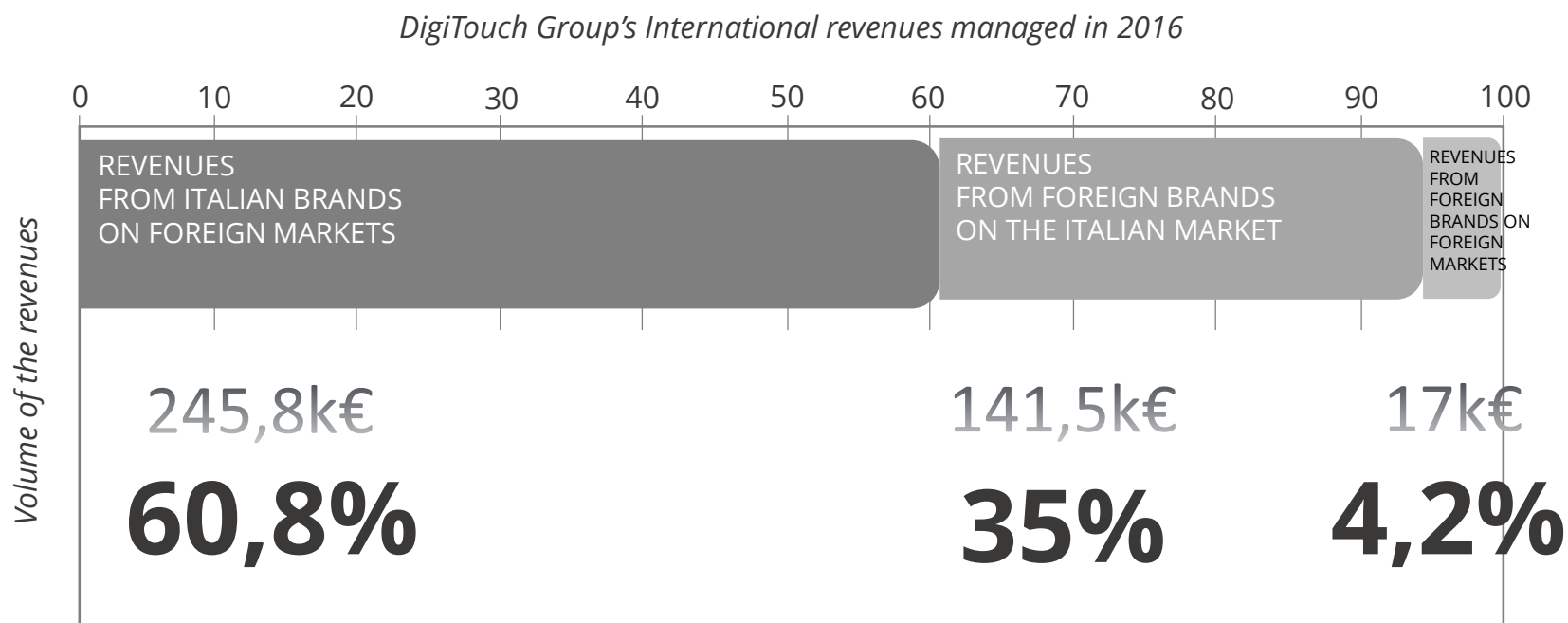
When	Event	Used proceeds
May-15	Acquisition of 80,96% of BackOffice Srl, owner of MutuiPerlaCasa.com	about 6 million Euro
Jul-15	Acquisition of E3 Srl	
Sep-15	Payment of Performedia (acquired in August 2014)	
Apr-16	Acquisition of 10% of Open Gate Italia Srl	
Jul-16	Acquisition of 100% of Optimized Group Srl	



To date the proceeds used for the **international development process** are few.

The international development process strengthened in July 2016 thanks to the assignment of **Niklas Lindahl** as **Head of International Development of DigiTouch Group**. Lindahl is AD of Optimized Group (the last agency bought by DigiTouch), has a solid expertise in the performance marketing and worked also abroad in Just Search and in Netbooster Sweden.

Here after the **revenues connected to the international development of the Group**, since January to mid-September 2016.



NOTE: data at mid-September 2016

Business progress: from the IPO until today – 3/3

New Technologies

1,3 million Euro have been used to cover the **human resources' costs**. A team of engineers has developed the technological implementation of Audiens, the mobile data profiling platform.

The **technological implementations** impacted the following macrothemes:

- Integration with MNO, Adserver and DMP
- Dashboard improvement
- Product innovation

REVENUES
FROM JANUARY TO
MID-SEPTEMBER

About **50** thousand Euro

Main partnership signed in 2016

Agreement with DSP: Adform

Agreement with DSP: Doubleclick

Agreement with DSP: AppNexus

Agreement with DSP: Widespace

Agreement with DMP: Adobe

Technical partnership with Gruppo Editoriale L'Espresso

Technical partnership with Hearst

Technical partnership with Condè-Nast

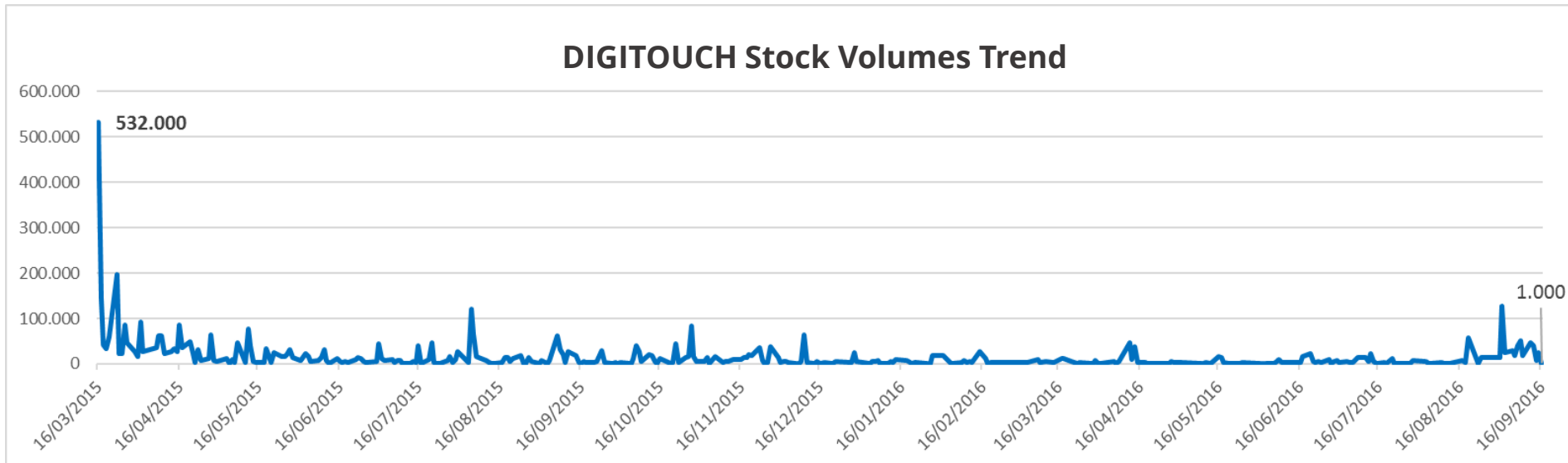
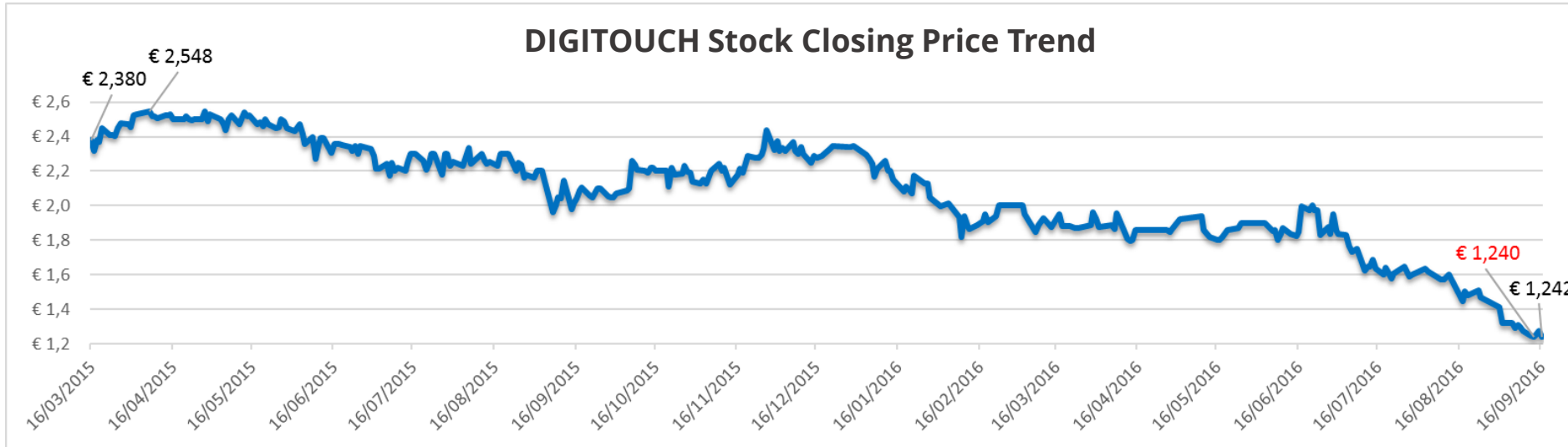
On 9 June 2016 DigiTouch Board of Directors has authorized an aucap for Audiens dedicated to investors (Business Angels, Venture Capital). The objectives are: allow Audiens to continue its growth path, give an additional push to technological development, complete the organizational development and approach international Telcos.

- **EBITDA improvement of the Group.** Activities focused on the centralization of the Corporate functions, optimization of internal processes and controlling aimed at supervising the projects and internalize the productive chain.
- **Clients portfolio Rationalization.** Maintenance, development and strengthening of those relationships with better related marginality in the medium and long period, through specific KPIs, connected to Client's potential measurement and its impact on the marginality of the Group.
- **Investments on Data Centric Technologies.** Human and financial resources aimed at creating a competitive advantage in Big Data ambit, by creating assets within this sector, which is destined to control the most of the digital advertising in the next years.
- **Offer Innovation.** Projecting and development of the offer, so that to enlarge DigiTouch selling proposition and strengthen the distinctive technological assets along all the value chain: creativity, media planning, measurement of the results.
- **Organizational Reinforcement.** Completion of the integration processes of the 5 participated companies that have been acquired in the last 24 months, both for rationalizing the commercial offer and for the internal processes. Development of a Group culture.
- **Governance Improvement.** Introduction of procedures and rules so that to improve the control process by the Board, in order to be transparent, efficient and qualitative.
- **International Business Scouting.** Analysis, study and planning of different development options on international markets so that to chase the growth on foreign countries during the 2017.

Stock trend

Stock Trend

In countertrend in comparison with AIM Italy trend, our stock has been object of **many exchanges in the last three weeks**. **Our stock value is decreased**, but **there is no link with our business trend that**, as the previous charts show, **is tough and growing**.



SUMMARY OF VOLUMES EXCHANGED IN THE LAST 3 WEEKS:

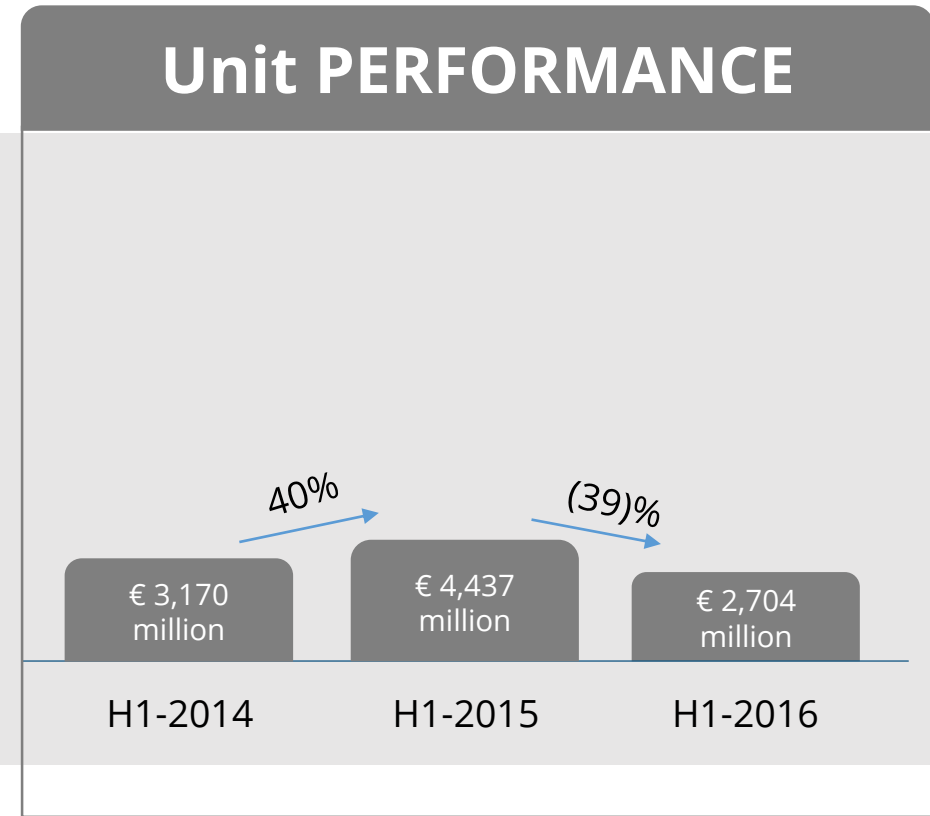
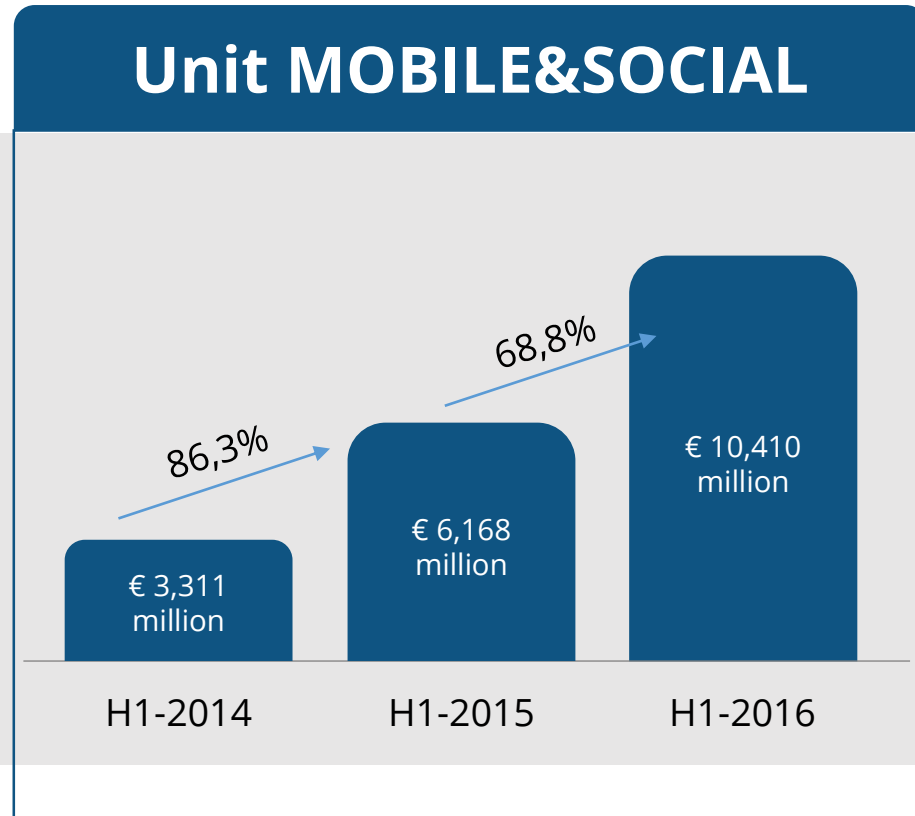
Week 12-16/09
117.500 pieces

Week 5-9/09
157.000 pieces

Week 29/08-02/09
165.000 pieces

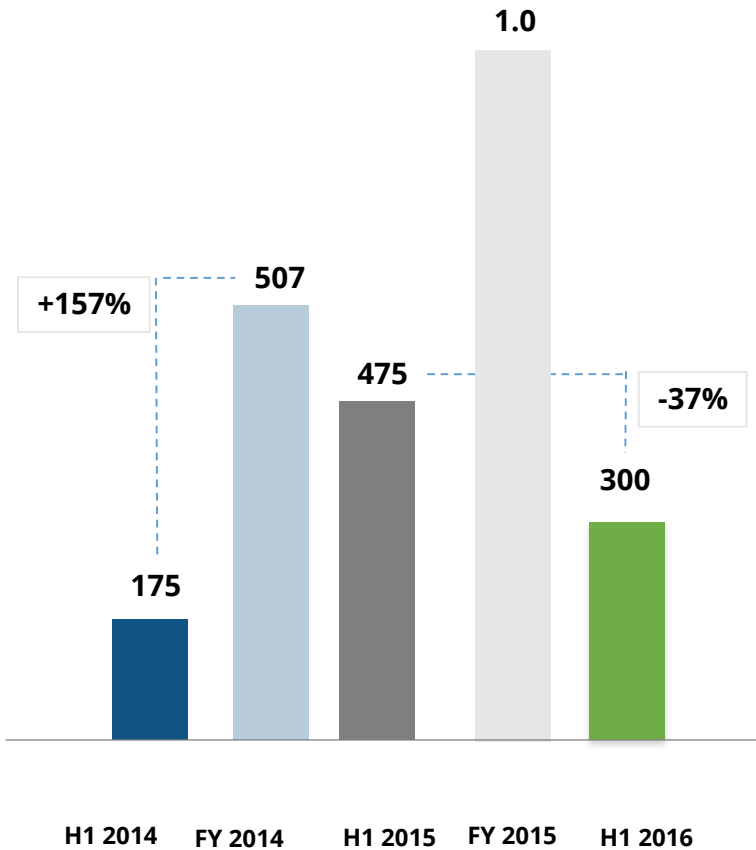
Appendix

UNIT COMPARISON

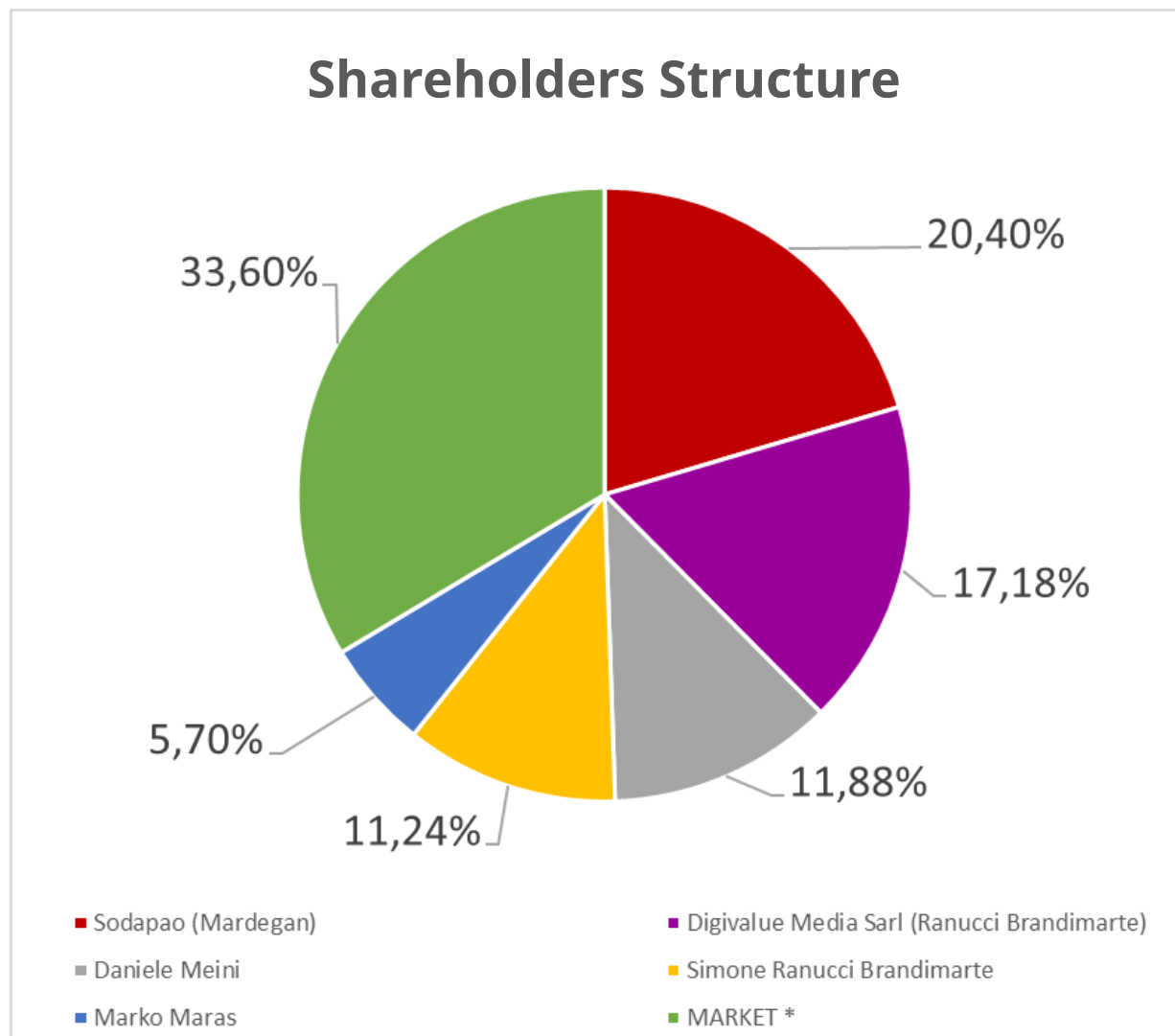


Capex H1-2016

In H1-2016 DigiTouch Group has applied a Capex Optimization policy.

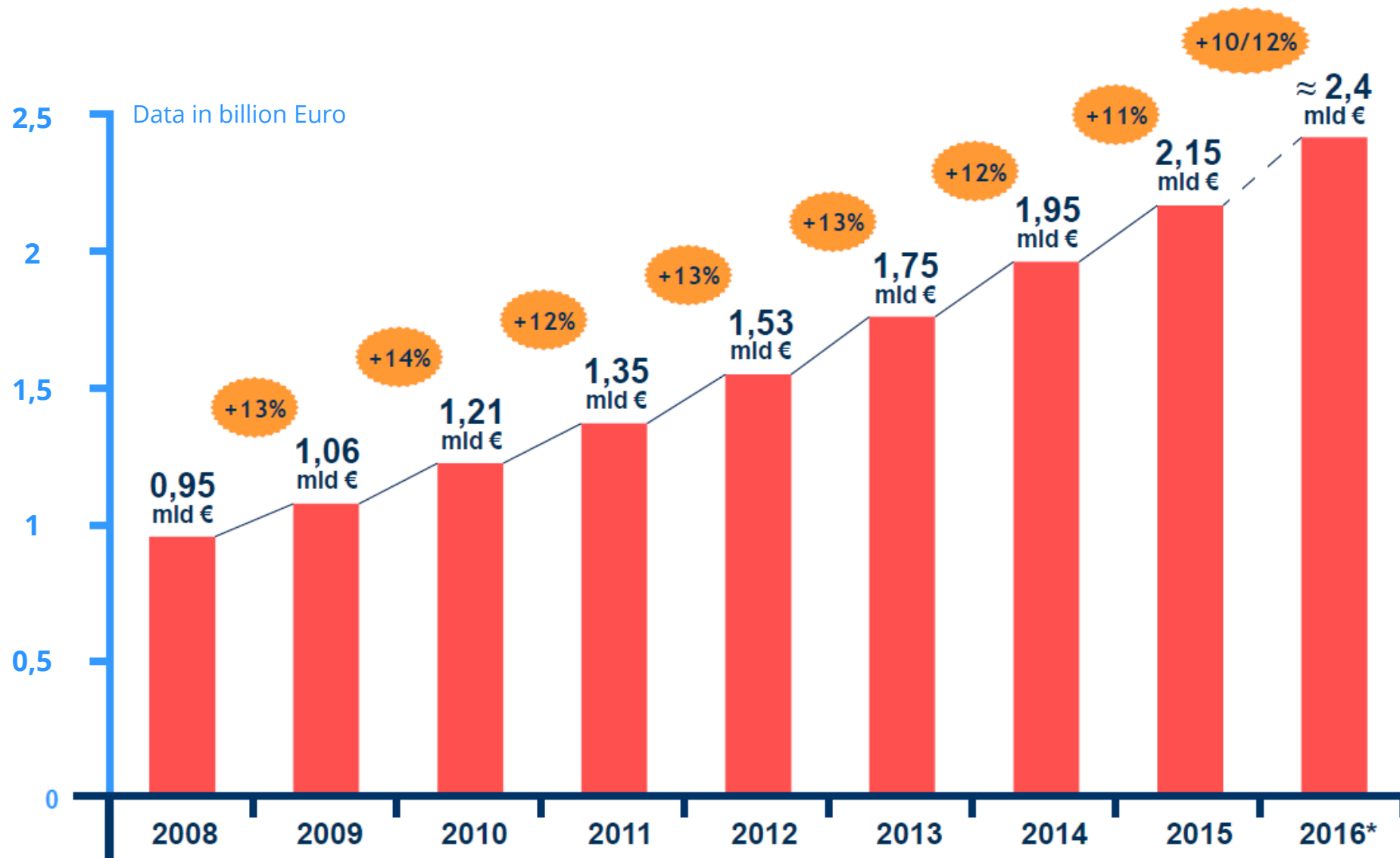


- In H1-2016 capitalizations focused on DashBoard project for about 200 thousands Euro.
- Audiens project completed its development phase (capitalizations decreased to 100 thousands Euro) and since the first months of the year have started to commercialize the service.



Updated to 25 July 2016
* Market includes owned stakes

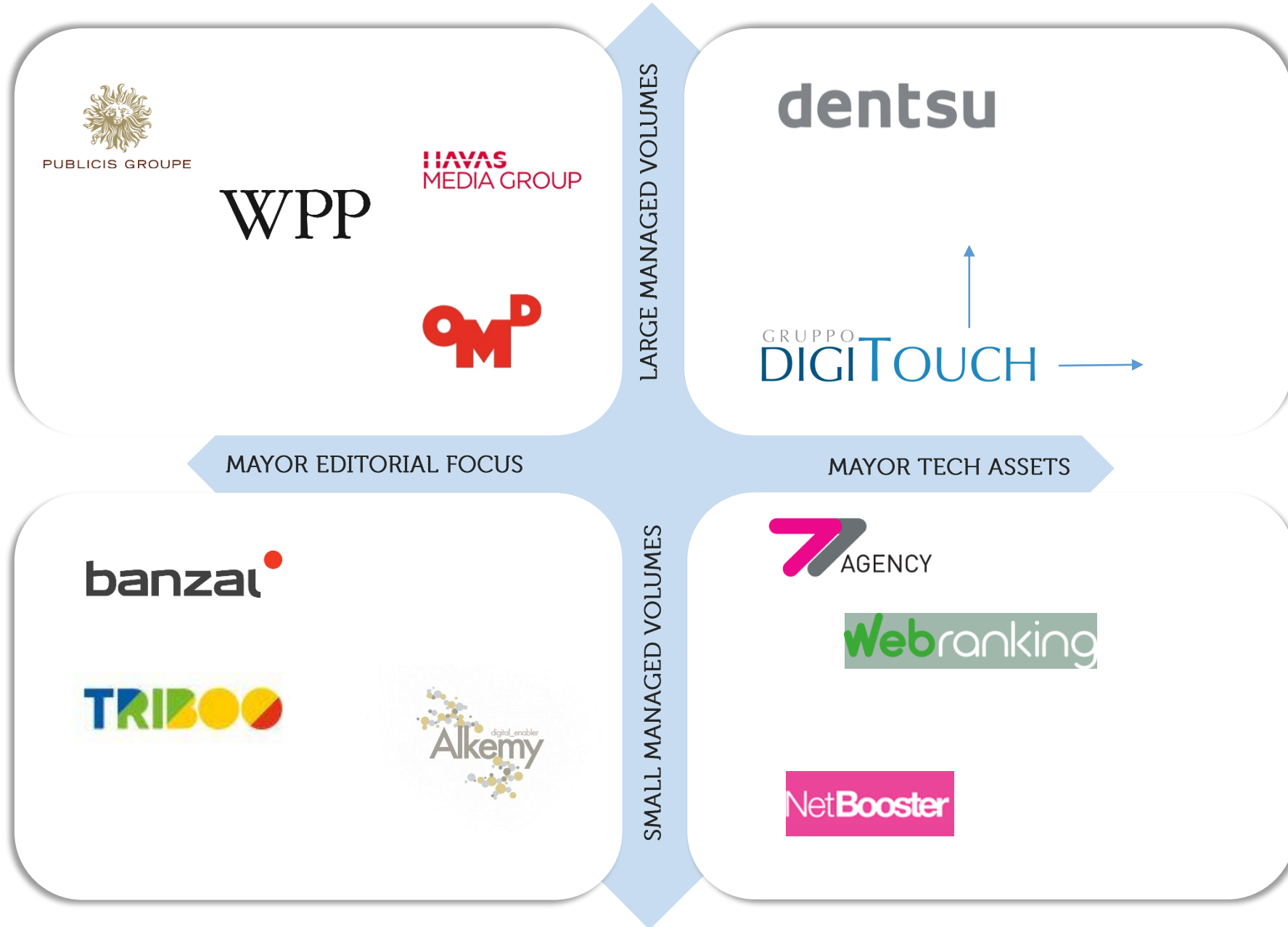
Digital Advertising Market: Italian scenario




Source: Osservatorio Internet Media - Politecnico di Milano and IAB Italia


* Estimate


Competitors Map



Thank you

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