

Conference “IL RUOLO DEI MERCATI DEI CAPITALI NELLO SVILUPPO DEL DIGITALE IN ITALIA – OUTLOOK 2017”

@Palazzo Parigi Hotel & Grand SPA

16 March 2017

Speakers:

Simone Ranucci Brandimarte, *Presidente*

Michela Rizzo, *CFO*

Agenda

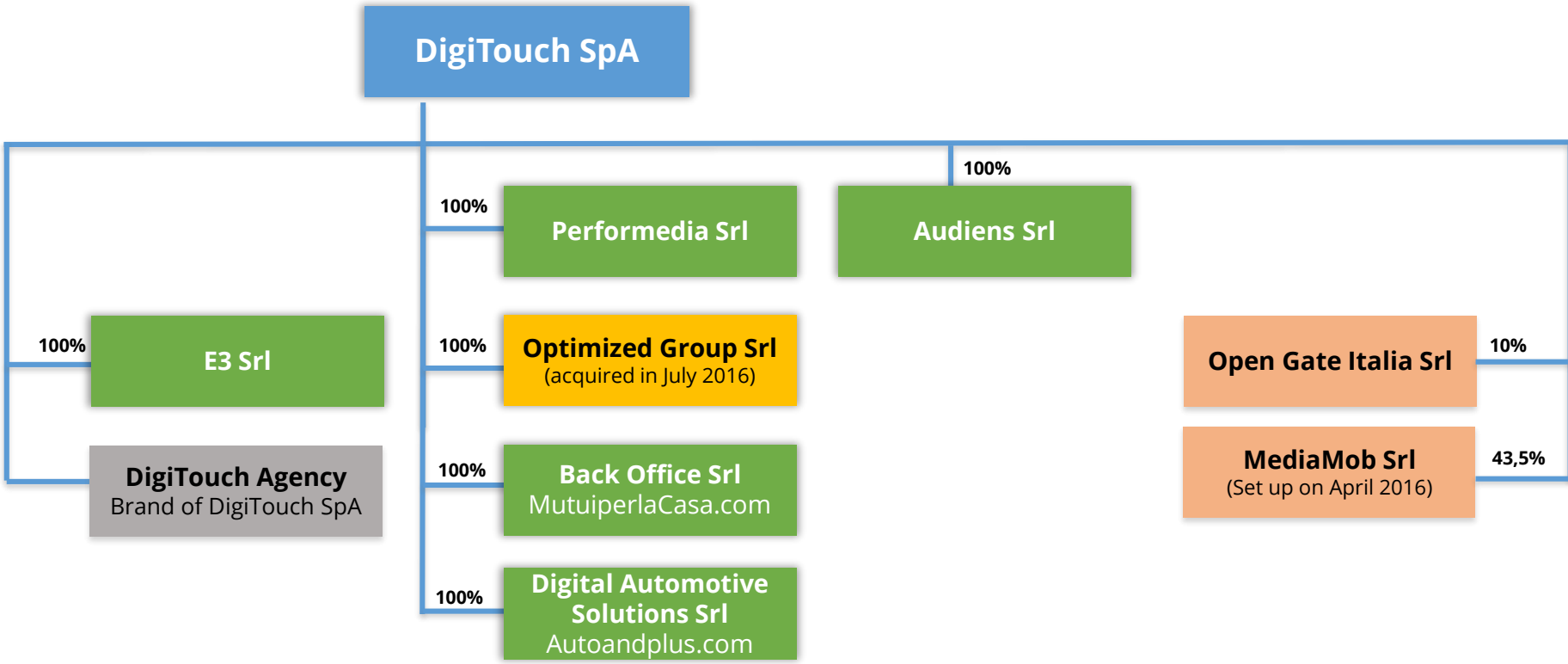
1. DigiTouch Group positioning
2. TODAY - Digital marketing scene
3. TOMORROW - Top 6 Digital marketing trends
4. DigiTouch financial data
5. Why DigiTouch



The largest independent digital marketing player in Italy



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:

- Consolidated participations
- Consolidation in H2-2016
- Minority participations

UNIT MOBILE&SOCIAL

UNIT PERFORMANCE

UNIT BIG DATA

Equity method participation

Digital marketing scene: collection of data Audiweb



Total Audience
2+ yrs



PC h&w
2+ yrs



Total Mobile
18-74 yrs

Daily Audience
%
Time Spent
(hh.mm)

23,2 Million

11,1 Million

20,2 Million

42,0%

20,2%

45,8%

2:23:03

1:09:56

2:05:21

Monthly Audience
%
Time Spent
(hh.mm)

30,1 Million

25,4 Million

25,8 Million

54,7%

46,2%

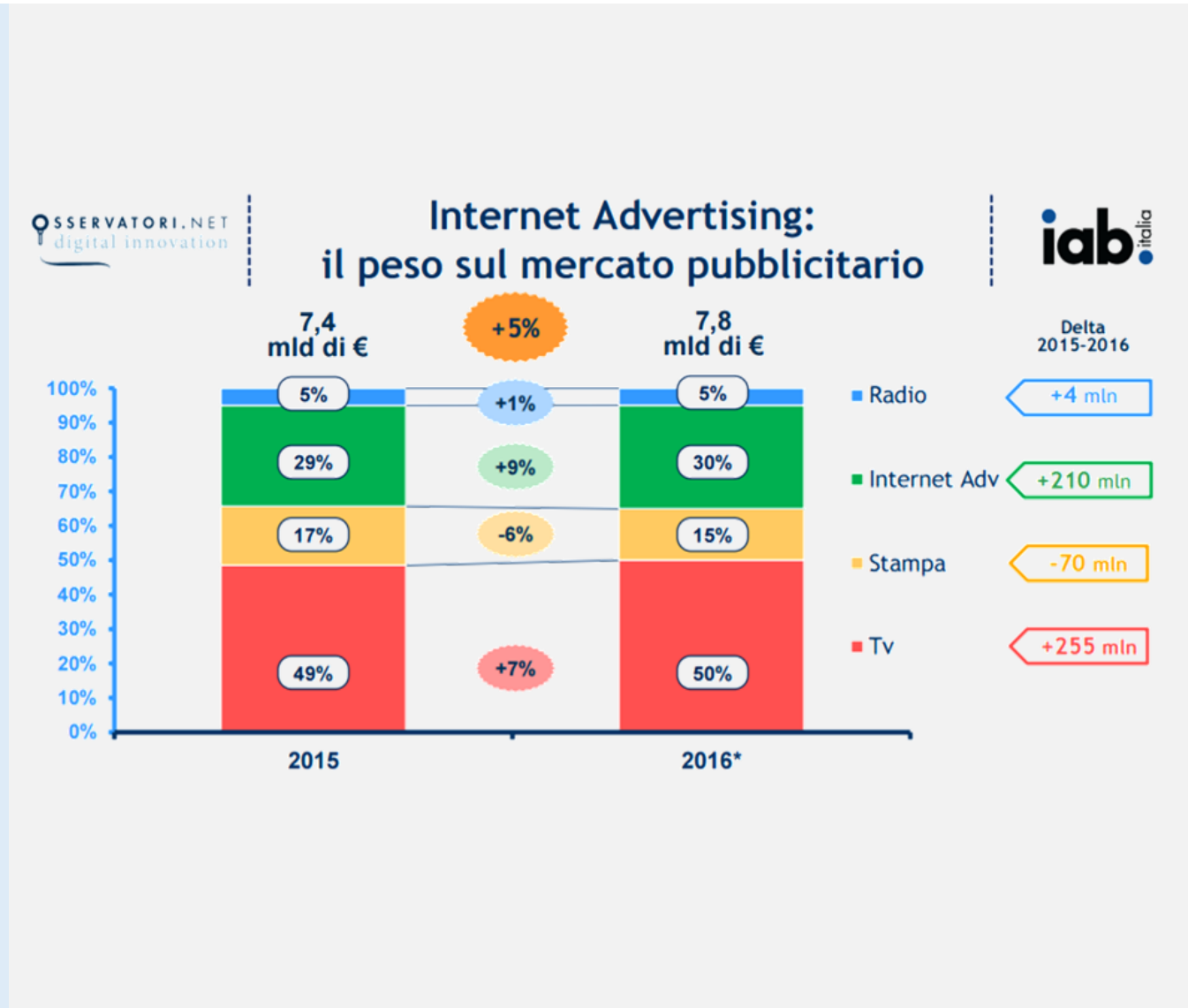
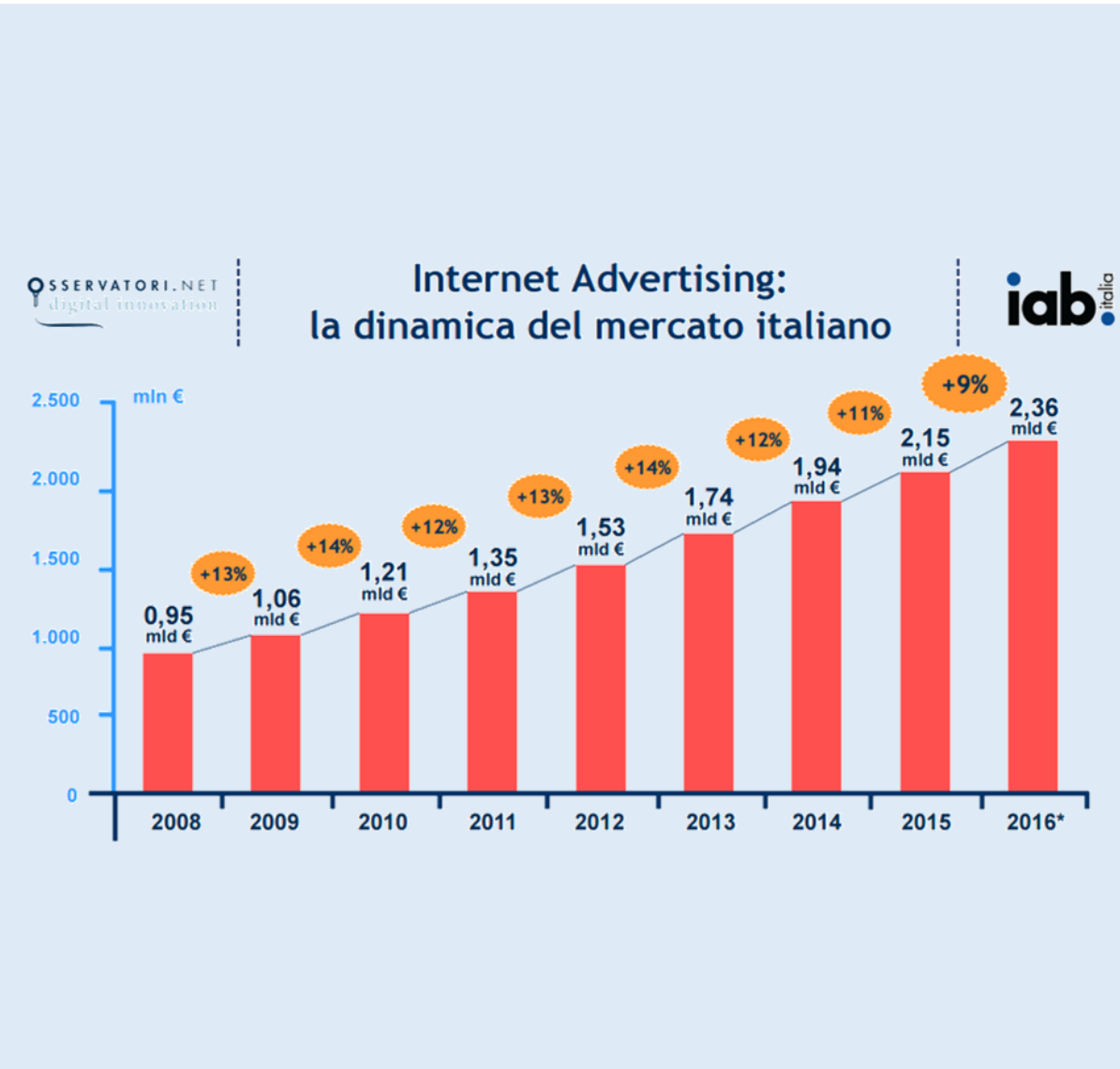
58,5%

54:51:20

15:17:05

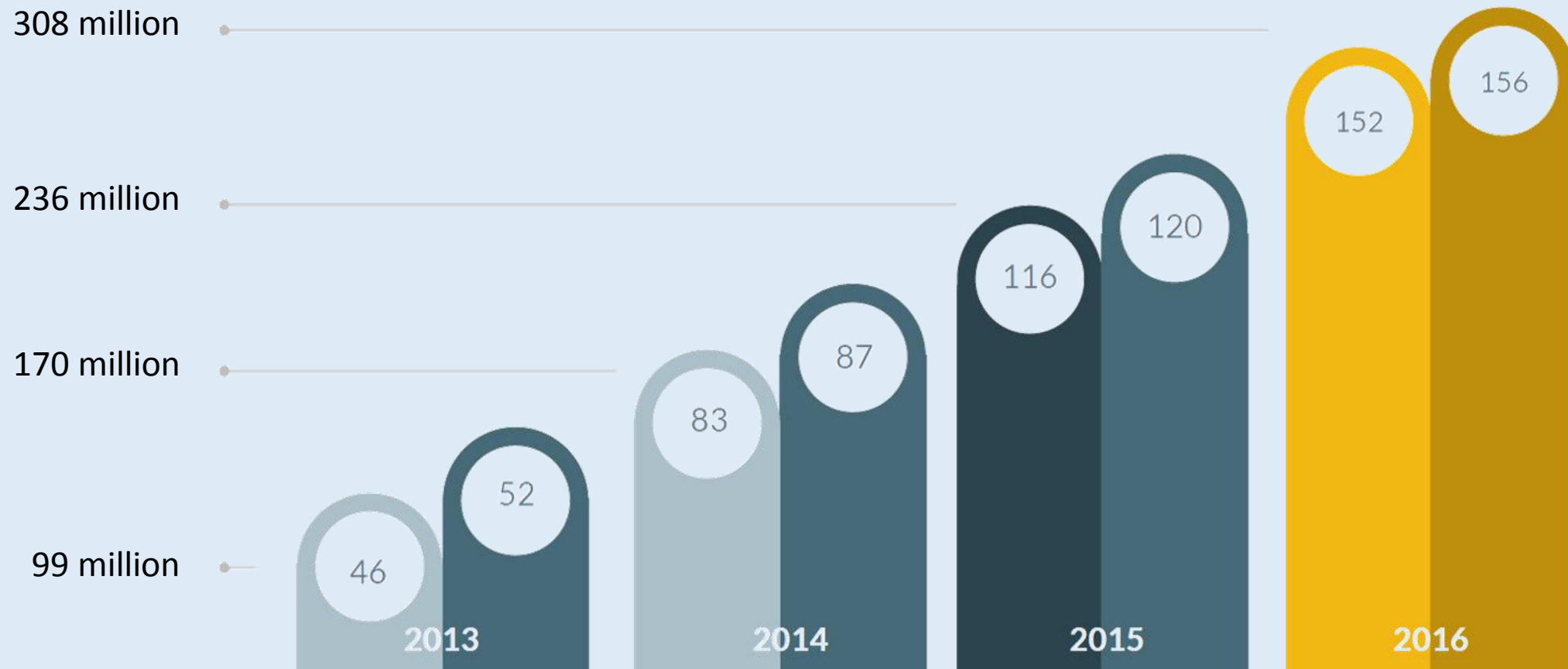
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Digital marketing scene: digital advertising

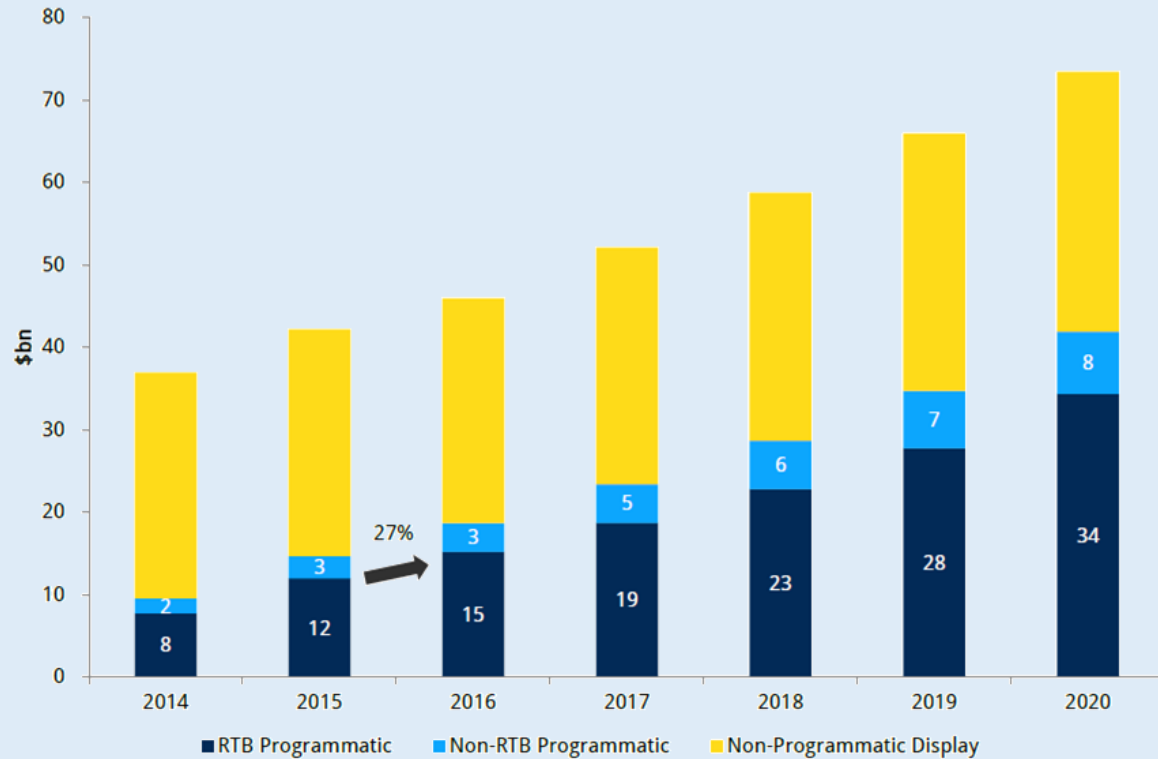


Source: Osservatorio Internet Media – Politecnico of Milan and IAB Italy – November 2016
* estimate

Digital marketing scene: branded entertainment & content marketing



Digital marketing scene: volumes in programmatic adv

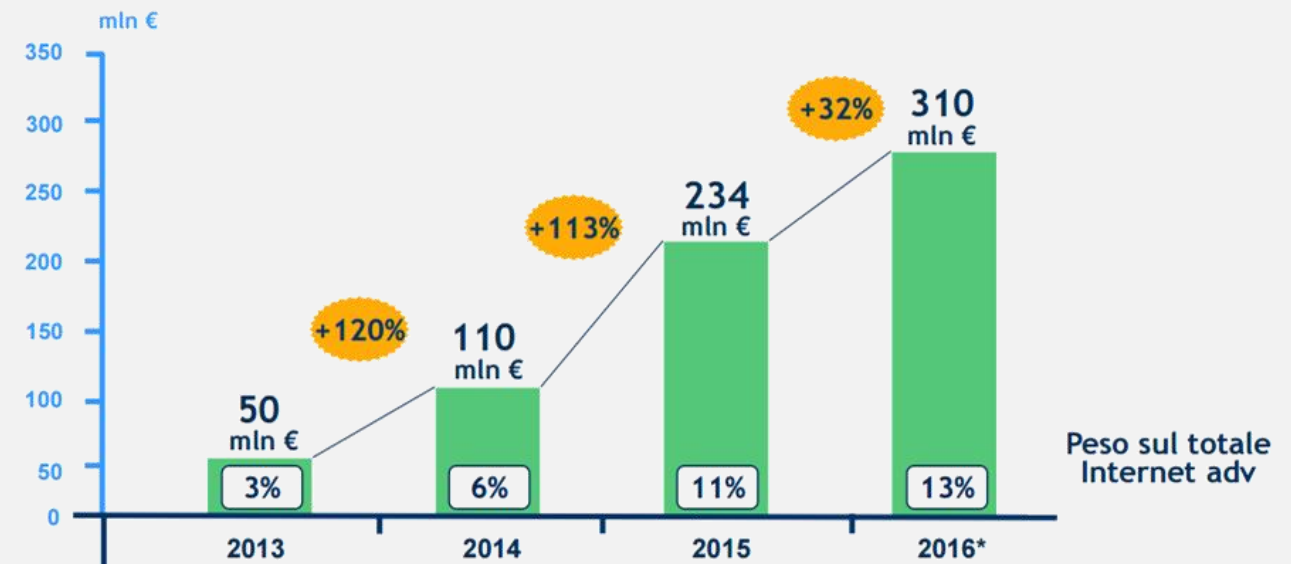


Source: MAGNA September 2016 - worldwide

OSSERVATORI.NET
digital innovation

Internet Advertising: le dinamiche del programmatic adv

iab
italia



Source: Osservatorio Internet Media – Politecnico of Milan and IAB Italy – November 2016 - Italy
* estimate

Top 6 digital marketing trends – Exponential Growth

1



ARTIFICIAL INTELLIGENCE SOLUTIONS, VR & AR

Virtual Reality is an immersive medium for Marketers that they can use to tell stories and engage with audiences in ways like never before. While VR is fully immersive, AR involves overlaying virtual objects and other types of digital information over the real world.

5 billions expected invested in 2017 by
VC and Corporations

x3 on 2016 – x8 on 2015

2



FULL CONNECTIVITY IoT

Internet of Things has potential to transform the consumer products industry because it is ushering in an era in which “smart” things can seamlessly collect, share and analyze real-time data. In turn, this data can be used to personalize consumer experiences

158 millions of times expected to be
connected at the end of 2017

x3 on 2016 – x11 on 2015

Top 6 digital marketing trends – Exponential Growth

3



SOCIAL INFLUENCERS

Always more companies rely on influencers and bloggers to increase their brand awareness and generate positive sentiment towards their products and brands.

9.8 billions expected VALUE in 2017

X2.2 on 2016 – x5.5 on 2015

4



BIG DATA & DATA INTELLIGENCE

Great availability of data, coming from different sources (first, second and third-party data). Having the skills and the technologies to organize these data and to find a common reading key help companies to increase business.

25 billions expected industry data in 2018

Respect 3.1 billions in 2014 - x9

Top 6 digital marketing trends – Exponential Growth

5



PERFORMANCE MARKETING

Communication and marketing activities are always more oriented to sales objective. Google Adwords and Google Shopping, Facebook ads, programmatic adv and retargeting are some of the advertising activities that can help companies to improve their sales.

41% of campaigns are paid partially on results in USA

24% in Europe and 14% in Italy

6



INTEGRATED IN-STORE MARKETING

Digital media is the bridge between channels & touchpoints and allow companies to reach targets with a promximity, sociodemographich and behcavioural precision. Large Google and Facebook investments.

55% of USA retailers will have integrated online and offline CRM by 2020

Only 3% in 2016

DigiTouch Group P&L 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.

DigiTouch Group Balance Sheet

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.

DigiTouch Group PFN 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:

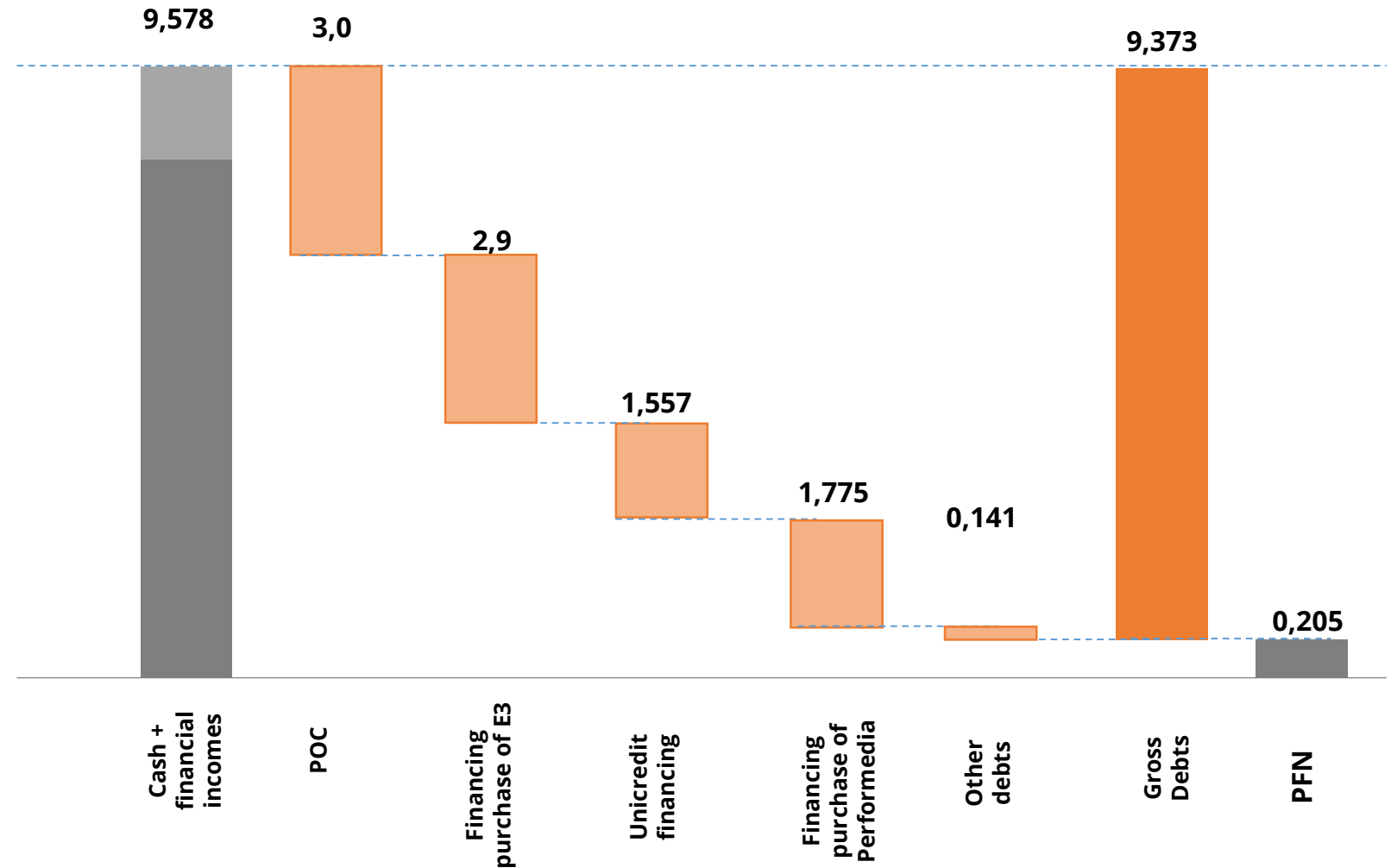
Fixed rate at 1,50%;
Bullet payment (only on the payment tranche that amounts to 1,5 Million Euro).

UCI Financing:

Euribor tax + 275bp.

Financing of Performedia:

No interest on the residual debt to Performedia shareholders.



Why DigiTouch

1

Progressive business growth

2

Aggregation role

3

PMI Innovativa

4

Constant investment in technology and big data

5

Increasead services portfolio with 5 acquisitions in 3 years


6


Investments in start-up DigiTouchLab

Thank you

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