

GRUPPO DIGITOUCH

OUR MISSION
Design & Enable Digital Communication

Business Plan
2018-2020

DIGITOUCH
CONSULTING

DIGITOUCH
AGENCY

perforMEDIA
planning with digital DNA



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DIGITAL AUTOMOTIVE
SOLUTIONS

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Agenda



1 Company Overview & Achievements from IPO



2 New Growth Targets: 2018-2020 Business Plan



3 Value Creation Process



1

Company overview & achievements from IPO

| The largest independent digital Mar-Tech player in Italy



Mar-Tech is the blending of marketing and technology

Anyone involved with digital marketing is dealing with Mar-Tech, since digital by its very nature is technologically-based.
The term "Mar-Tech" applies to major initiatives, efforts and tools that harness technology to achieve marketing goals and objectives.

We are a **one-stop-shop** for Digital Marketing Solutions & an Enabling Partner for Brands Digital Communication & Transformation, thanks to an integrated offer of Strategy, Technology, Operations & Marketing Tools

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Equity Story

10 years of continuous, profitable growth in fast development Digital Marketing Arena

- ✓ 5 Acquisitions & 3 Internal Start up in 3 years
- ✓ 12 millions raised in IPO at March 2015

- ✓ 7 Millions invested in M&A
- ✓ Trade sales of 51% of MediaMob

- ✓ 2.8 Millions invested in product development & new technologies
- ✓ Doubled business perimeters in 3 years



16th March 2015

DIGITOUCH goes public on



SPECIALIZED IN **MARKETING technologies** on support of sales and communication

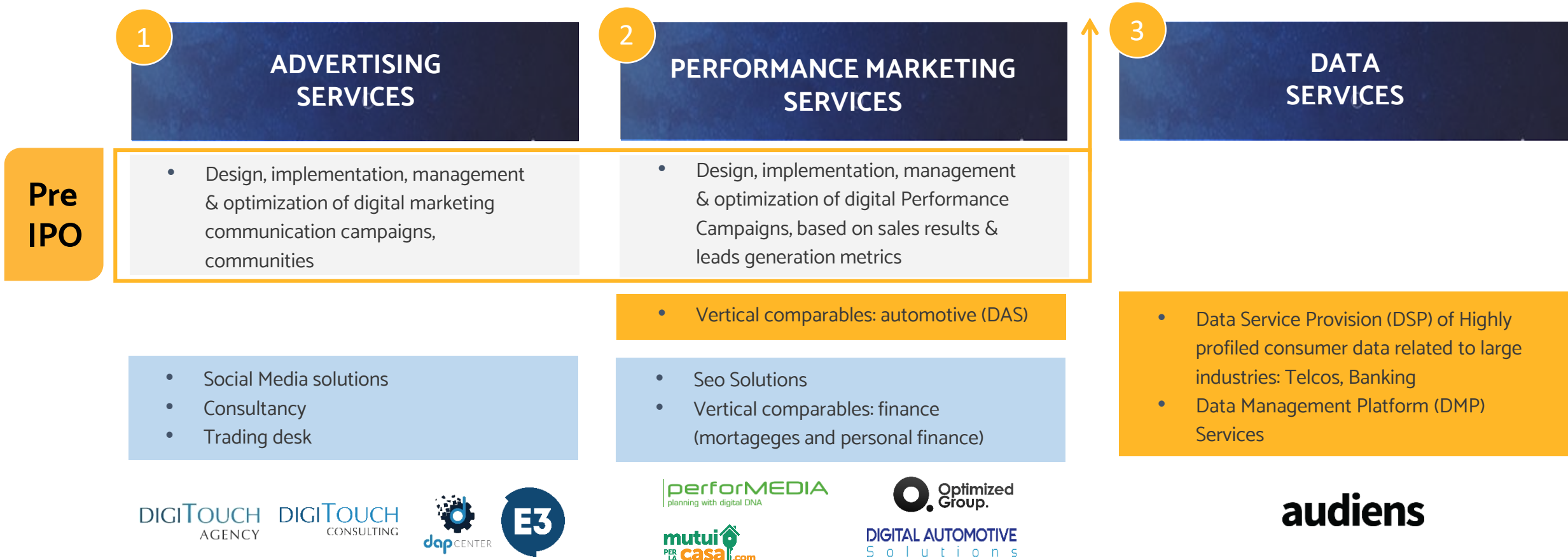
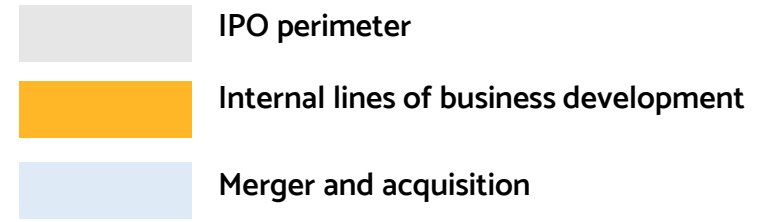
10 YEARS OF STRONG RELATIONSHIPS with medium and big size clients, IT Providers and web publishers

HEADQUARTER **IN MILAN** and a office in Rome
about **120 employees**



Business Model: one stop shopping

3 Strategic Business Units, technology intensive & capable to fully serve any digital service & product and to allow a strong cross selling commercial proposition

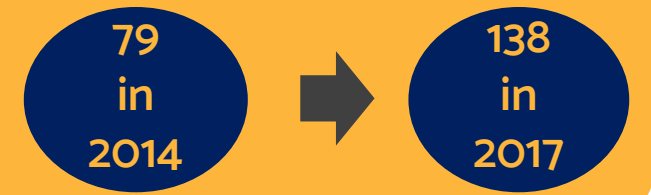


Commercial efforts centralized: Focus on Up Selling & Synergies
Investments on Technologies: technological competitive advantage

Client portfolio – Diversification

We work with **Medium/Large sized companies** belonging to different verticals, with a well balanced business model. **Practice Leaderships** and top specialization in **Finance, Automotive & Retail**.

NUMBER OF UNIQUE CLIENTS



AUTOMOTIVE



PHARMA & HEALTHCARE



RETAIL & E-COMMERCE



APPAREL & JEWELS



FINANCE & INSURANCE



TRAVEL, EDUCATION & ENTERTAINMENT



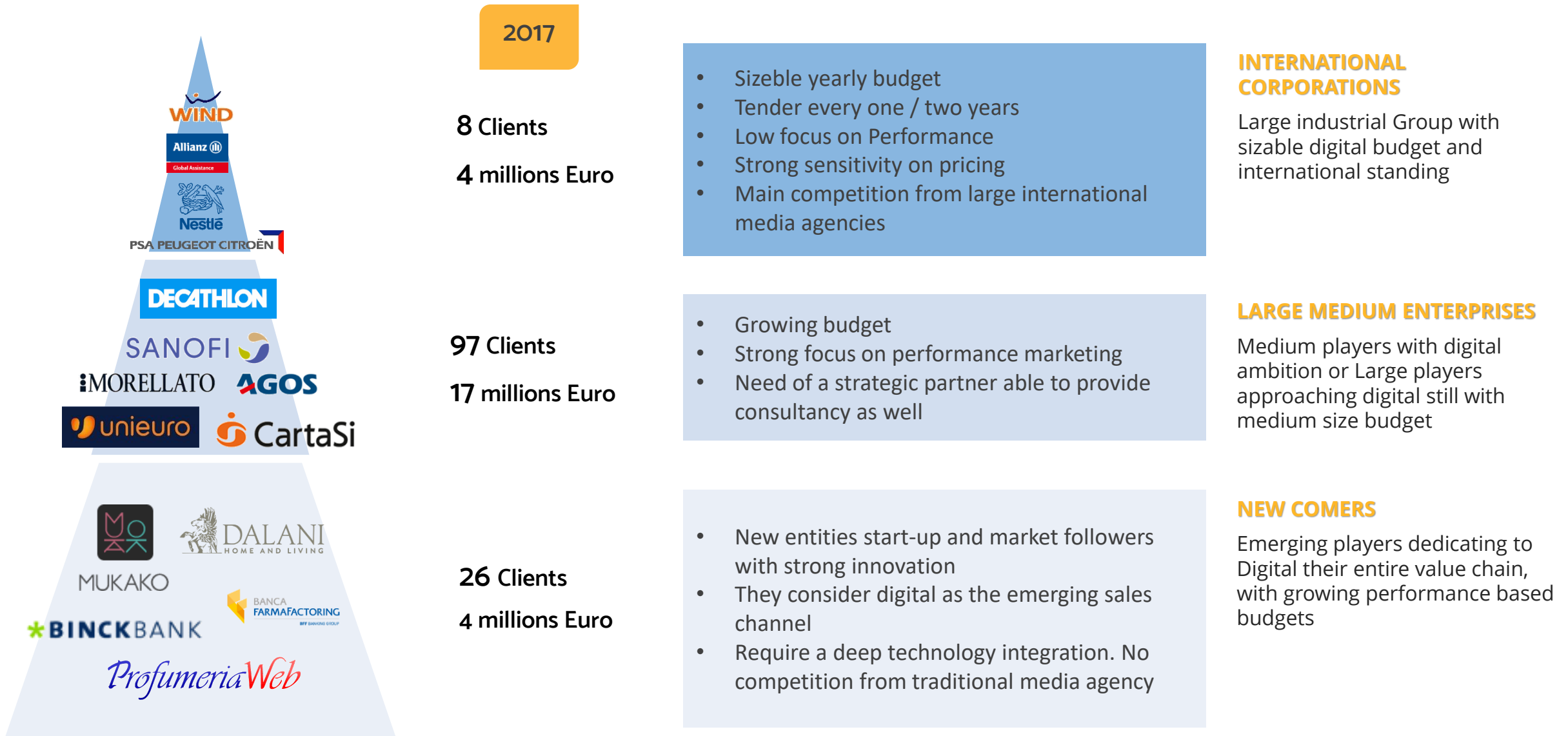
TELCO, UTILITIES & SERVICES



FOOD & BEVERAGE



Client portfolio - Segmentation



2017

- Sizeable yearly budget
- Tender every one / two years
- Low focus on Performance
- Strong sensitivity on pricing
- Main competition from large international media agencies

INTERNATIONAL CORPORATIONS

Large industrial Group with sizable digital budget and international standing

- Growing budget
- Strong focus on performance marketing
- Need of a strategic partner able to provide consultancy as well

LARGE MEDIUM ENTERPRISES

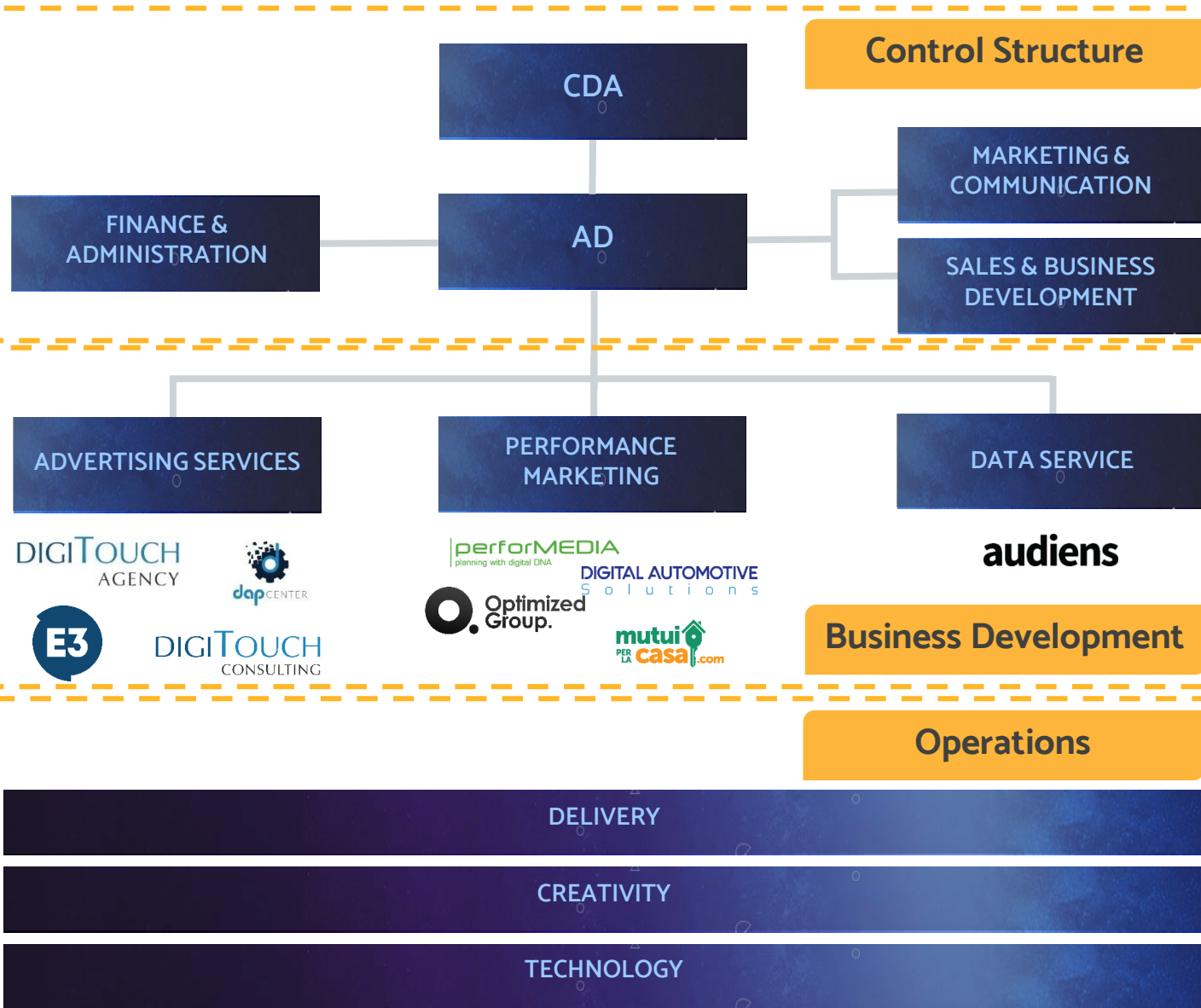
Medium players with digital ambition or Large players approaching digital still with medium size budget

- New entities start-up and market followers with strong innovation
- They consider digital as the emerging sales channel
- Require a deep technology integration. No competition from traditional media agency

NEW COMERS

Emerging players dedicating to Digital their entire value chain, with growing performance based budgets

Group Corporate Structure



| | 2014 | 2015 | 2016 | 2017 |
|----------------------|------|------|------|------|
| EMPLOYEES | 45 | 89 | 115 | 117 |
| OPERATIONS | 51% | 48% | 52% | 55% |
| CONTROL | 24% | 27% | 22% | 22% |
| BUSINESS DEVELOPMENT | 25% | 25% | 26% | 33% |

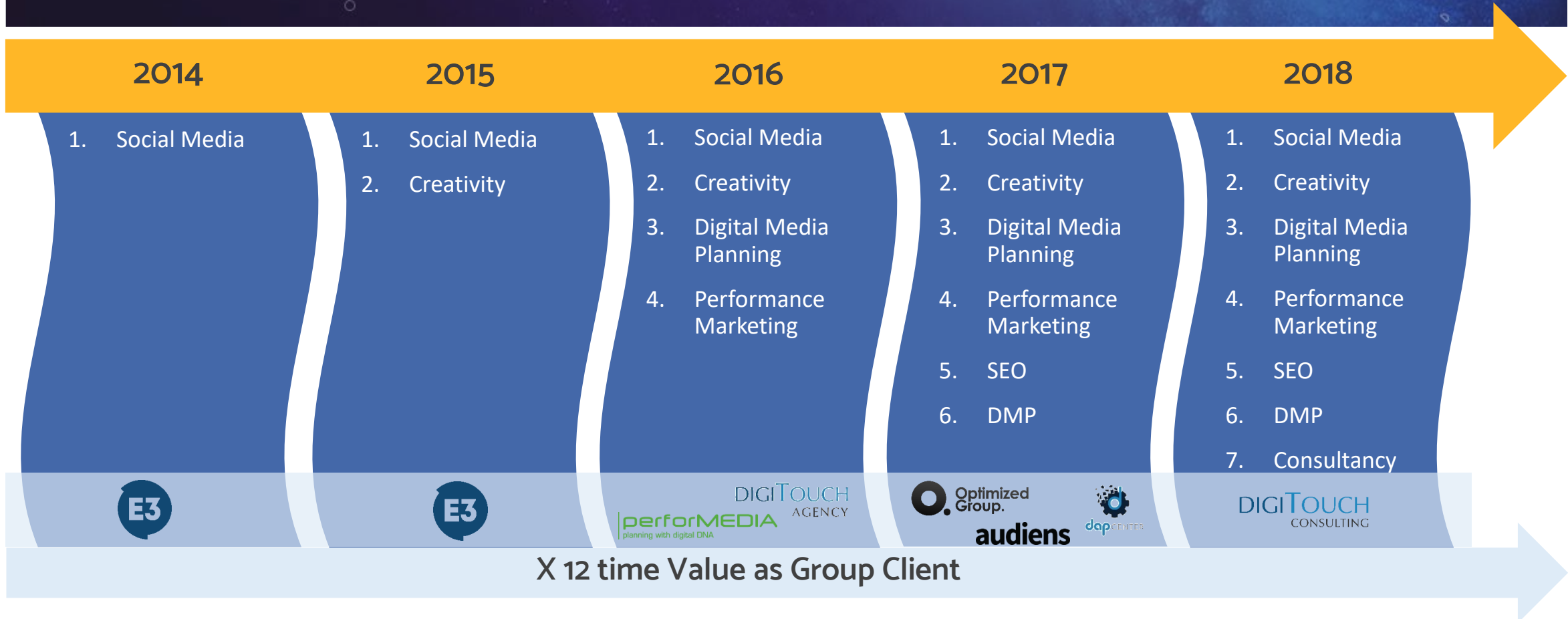
- **Independency** for different companies in terms of positioning and specialization
- **Strong Accountability of lines managers towards business objective**
- **Important level of incentive** and expected reward for the entire organization
- **Central Business Development Unit** and coordination with Business Units
- Operations dedicated **to serve all 3 Business Units** with economies of scale

Organization fully oriented to Cross selling and to the increase of Average Client Value

Product development: Cross selling

Thanks to a complete product offer DigiTouch is able to increase customer value rapidly more than in the past

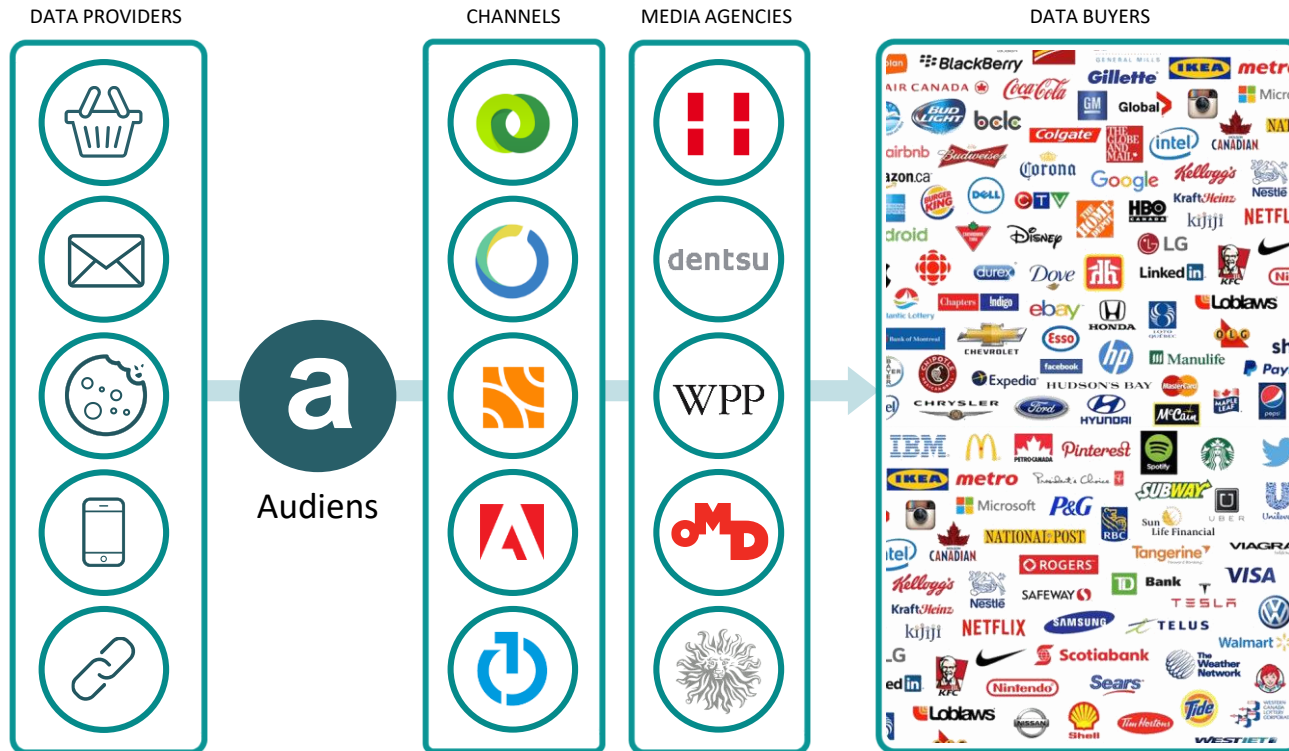
Case History: Unieuro - DigiTouch Client since 2014



Audiens: Data Monetization

Pioneering the data monetization business in the Italian market

DATA MONETIZATION VALUE CHAIN

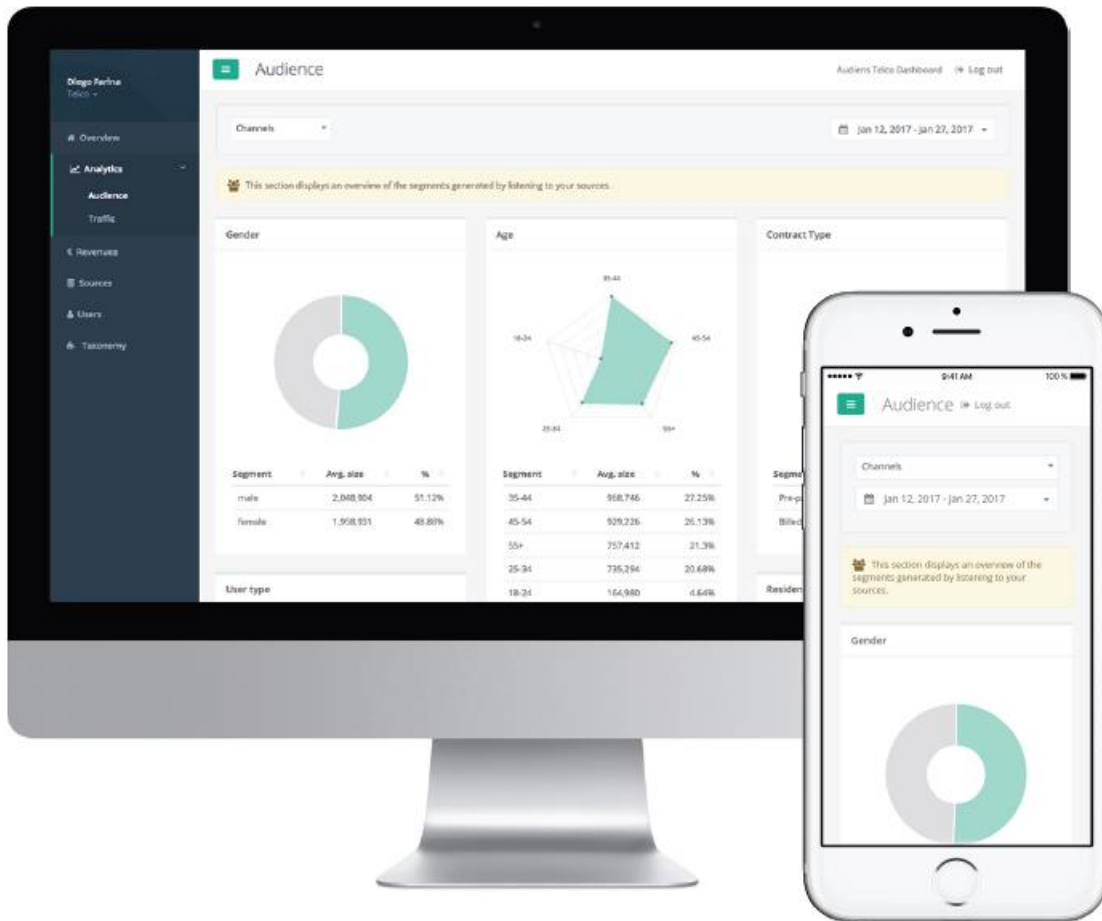


AUDIENS FOR DATA PROVIDERS

- Invested over €1.5 M in software development since 2015
- Signed up data providing deal with major Italian Telcos (H3G, Vodafone), payment service providers and premium digital publishers
- Over 27 M Italian users profiled with both deterministic and probabilistic data
- First Italian Data Exchange live on DoubleClick (Google)
- First Italian Data Exchange live on Adform
- First Italian Data Exchange live on AppNexus
- First Italian Data Exchange live on Adobe Data Marketplace
- SaaS solution with a scalable revenue share-based business model
- Targeting €700K in revenues in 2017 (1st commercial year)
- Leading Data Provider in the domestic market

Audiens: Data Customer Platform

Data management platform designed to monetized data from publishers and data providers across all channels.



Listen

Add your data sources and create custom audiences



Activate

Push seamlessly your audiences to all channels with a single interface



Sell

Define your pricing policy and monetize your data with a click

- 50 clients already using data monetization tools
- 2 clients using Data Customer Platform and relevant commercial pipeline
- 10 million profiles stored, growing
- 2.500 million impressions already delivered

R&D e Partnerships

Investments in new products, new technologies and partnership able to support emerging trends in terms of service value and customer needs

DEVELOPMENT OF OWN TECHNOLOGIES

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ChatBot

PAC

CMS social

Custom CMS

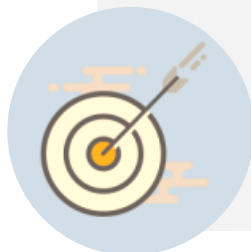
Dealer TAB

Store locator



COMMERCIAL PARTNERSHIP WITH MARKET MAKERS

Google

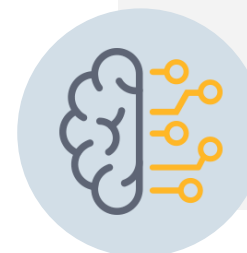


PARTNERSHIP WITH MAJOR INSTITUTIONS

iab
italia

OSSERVATORI.NET
digital innovation

OSSERVATORIO
BRANDED
ENTERTAINMENT



PARTNERSHIP WITH GLOBAL LEADING TECH PLAYERS

DoubleClick
by Google

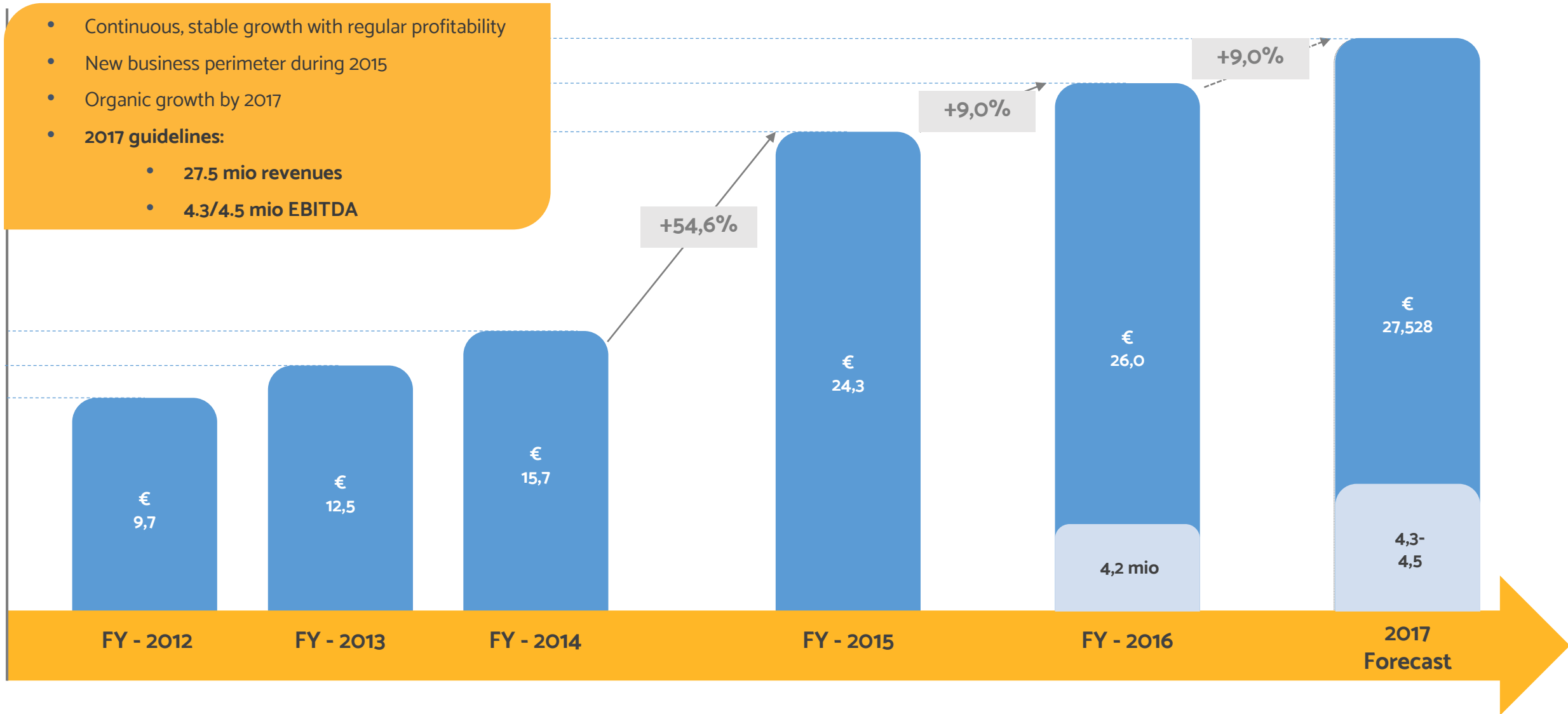
adform

Adobe



Revenues Growth

- Continuous, stable growth with regular profitability
- New business perimeter during 2015
- Organic growth by 2017
- **2017 guidelines:**
 - 27.5 mio revenues
 - 4.3/4.5 mio EBITDA



Commitments presented in IPO

Consolidation in Italy

- > To be invested over 24 months
- > An average of 2 medium companies to increase market share

6-8
MIO €

Acquisition of 2/3 main market players in 18/24 months in order to acquire critical mass and to be more competitive in Digital Marketing Arena



Product Offer Development

- > Agreements with International Mobile Operators
- > Small-medium Media Agencies in Europe

2-4
MIO €

Completing the offer transforming DigiTouch market offer into a complete on top Shop of Digital Marketing Communication



New Technologies

- > To be invested over 18 months
- > Audience Business Lines

1
MIO €

Completing Audiens development and launching the DMP offer as one of the more comprehensive Data Management Solutions on the Market



18 months consolidation efforts

Restarting growth in H2 2017

Inefficiencies materialized in 2016 have been successfully solved

| AREA | 2016 COMPLICATION | CURRENT STATUS |
|--|--|---|
| PEOPLE COST | Delays in implementation of organizational synergies in 5 acquisitions completed in 2014-2016 | Synergies fully materialized Fix cost stabilized and expected to grow less than proportionally during 2018-2020 |
| REVENUES FROM PERFORMANCE MARKETING SERVICES | Contraction due to reduction of one major client of Agency Performedia Revenues from Performedia decreased 40% during 2016 | Performedia Revenues Growth re-activated & Client Portfolio re-balanced Revenues form Performedia increased |
| AUDIENS TECHNOLOGY PLATFORM & BUSINESS DEVELOPMENT | Audiens 2016 investments have been more than expected due to technology success Around 800.000 euro during 2016 | Audiens product completed and generating growing revenues Additional investments in Audiens for 2018-2020 are in lines with plans |
| LEGAL COSTS | Price Adjustments requests with Performedia Shareholders generated not expected legal costs during 2016 and long terms for closing. | Litigations all concluded and not additional legal costs expected in 2018-2020 |

H1 results-2017

Profit & Loss

Consolidated and reclassified

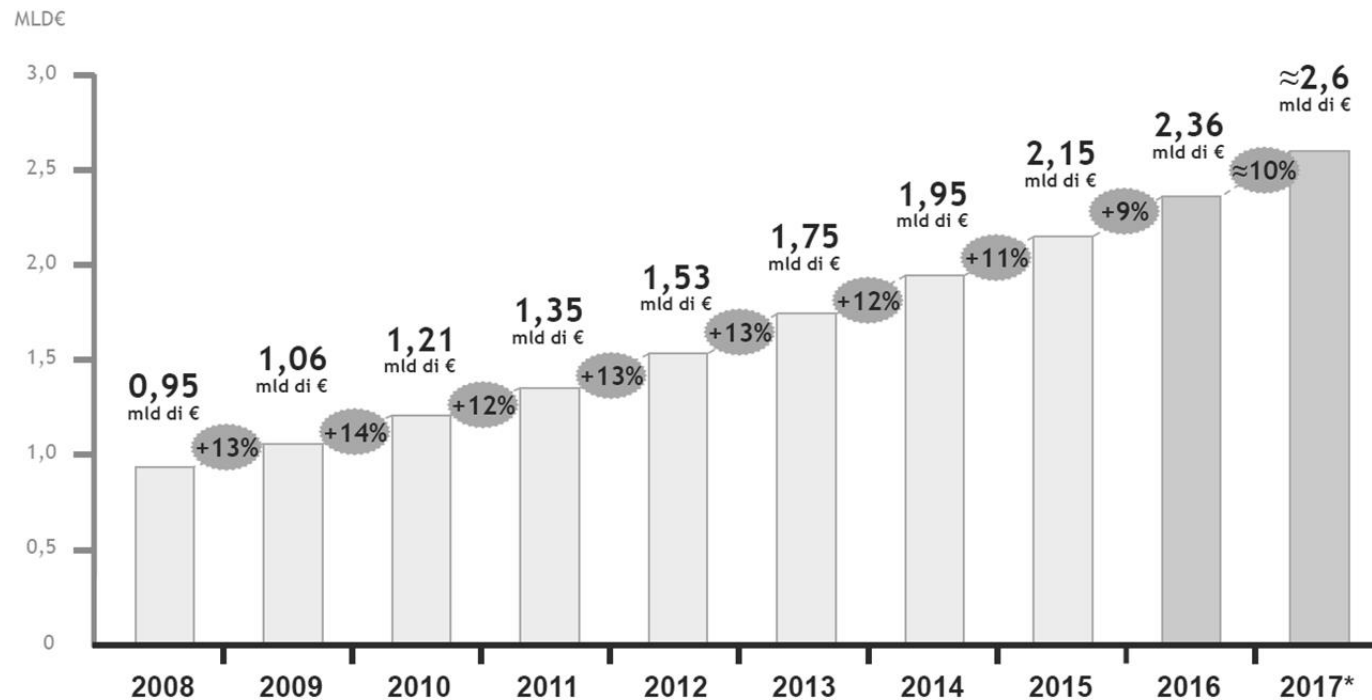
| | PC 2017 | | 2016 | |
|------------------|---------------|---------------|-------------|---------------|
| | € | | € | |
| Fatturato | 27-28 | % of Revenues | 25.7 | % of Revenues |
| EBITDA | 45-4.3 | 100% | 4.2 | 100% |
| | | 14,8% | | 13,6% |

- 1) **Inefficiencies over** with H1 2017
- 2) **New organization** with improved performances in terms of cross sellig and delivery

Growing primary target market...

50-55% of the turnover is generated by performance advertising activities

INTERNET ADVERTISING MARKET: TRENDS OF GROWTH



Source: Osservatorio Internet Media Politecnico of Milan #OIM17



- **Data** has a growing importance in media planning
- Progressive and swift **integration between consulting and planning**
- The beginning of the industrial management has carried to the **end of Clients' trial period**
- Internalize part of the process and **externalize all the digital communication chain, keeping the control on data**
- An **always more holistic approach** in which creativity and technology are connected
- Clients naturally stretch out a **unique supplier** that manages all aspects of the digital challenge
- **Recognition of all standard technologies**, with reference to Clients and Media groups' international level

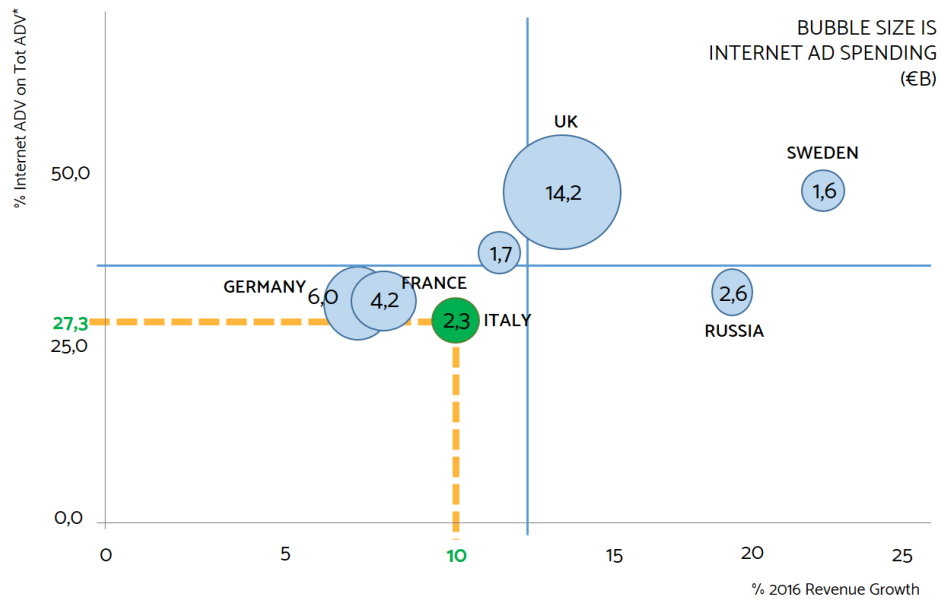


Internet advertising

...with much larger opportunity

POTENTIAL MARKET

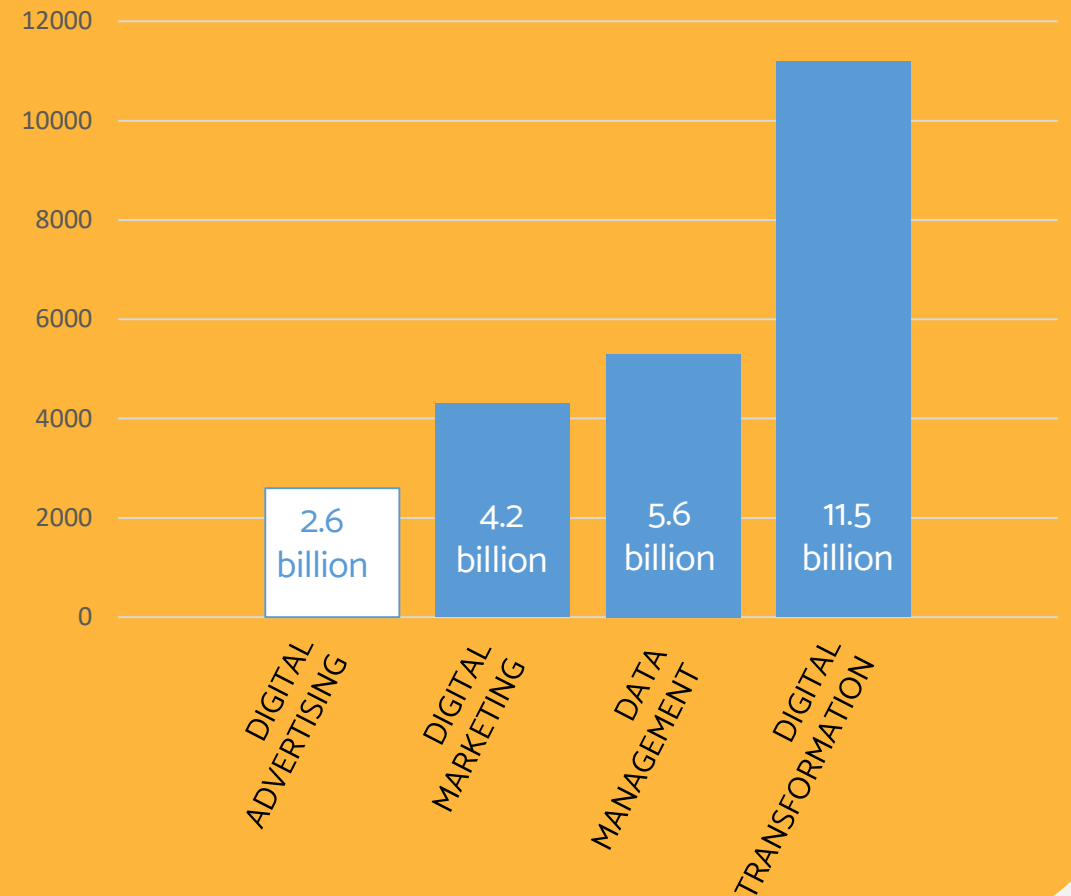
Internet Advertising Market in Europe (2016)



Italy shows space for further growth

ITALY DIGITAL MARKETING MARKET EXPECTED TO GROW
ADDITIONAL 1.5 BILLIONS in 5 YEARS

2017 MARKET DIMENSION - Euro



STRATEGIC POSITIONING TOWARDS COMPETITORS

1. Development on competitive advantage based on **Data Aggregation & Management Technologies & Services;**
2. Large, complete, aggregated and integrated offer composed by **multiple digital marketing Products & Solutions;**
3. Focus on **mid-size clients** and on cross and up-selling strategies.

End of 2017: points of strengths

Indiscussable competitive advantage developed all over the years



Owner of **innovative technologies** in **digital marketing and big data** integrated with worldwide platforms excellences
1.6 MILLIONS IN TECHNOLOGY INVESTMENTS EXPECTED 2018-2020



Rich products portfolio increased with 5 acquisitions in 3 years and with the development of specialized internal units
1.1 MILLIONS IN PRODUCT DEVELOPMENT INVESTMENTS EXPECTED 2018-2020



A clients portfolio made of relevant **medium and big size clients**, with long term relationship
201 CLIENTS EXPECTED IN 2020 WITH 82 NEW CLIENTS ACQUIRED RESPECT 2017



10 years of strong relationships with the most important **media, institutional and technological partners worldwide**
A NEW LEADING COMMUNICATION AGENCY ENGAGED Q1 2018



Top management with **outstanding track records** in digital marketing, tech services, international development & management
SENIOR TEAMS COMPLETED WITH 10 NEW SENIOR BUSINESS DEVELOPMENT AND TECH PROFILES



Important Partnership with Digital Globale Leaders
Google & Facebook
Consulting Firms
Large Media Grops

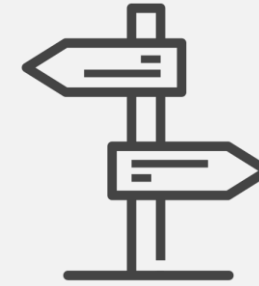


2

Business Plan 2018-2020

2018-2020 – Our vision

- **Complexity of technologies** will always more require medium and large Clients to partner with high standing, credible digital Mar-Tech groups
- Digital Mar-Tech groups will **always more integrate technically** with Clients and become a sales and retention channel, not just a marketing enabler
- We expect **few Digital Interactive groups in Europe** able to guarantee high performances and reliability: these Groups will be listed, playing the role of aggregators and with an high capitalization
- **DigiTouch Group is one of them and wants to consolidate this position**



DIGITOUCH AMBITIONS

To consolidate a **Leading position as Digital marketing enabler in Italy** and **to rapidly grow in European Market**, leveraging unique capabilities in data Services, through Technology, Algorhythms and long term experience:

- ➔ **Maintain a progressive growth on Italian Market**, through development and sinergies of 3 SBU
- ➔ **Growth Internationally**, leveraging on unique Data Management Capabilities and technologies
- ➔ **Leverage on M&A** as accelerator for revenues generation in Italy and abroad
- ➔ **Consolidate and Increase competitive advantage on Data technologies** through internal development

Digital Marketing Competitive Map



LARGE 5 INTERNATIONAL GROUPS

- More than 100 million euro Turnover in Digital
- Complete Product Offer
- Major Large Clients
- Business Developments based on tenders

MEDIUM AGENCIES & DIGITAL GROUPS

- Between 25 and 50 million Euro Turnover
- Complete Product Offer
- Medium Large Clients
- Business Development partially based on tenders

MORE THAN 1.000 SMALL AGENCIES

- Between 1 and 5 million Euro Turnover
- Partial Product Offer
- Small medium Clients
- Business Development based on relationships

MAJOR CONSULTANCY COMPANIES

- Entering the market gradually directly or with M&A

Competitive Strategy & Pillars

Group growth plans are based on 5 clear pillars on which Board and Management are aligned and focused

1

INCREASE NUMBER OF CLIENTS

2

INCREASE AVERAGE CLIENT VALUE

- Developing commercial team and resources
- Increase national sales coverage
- Leveraging on distribution partners

- Cross & Up Selling of different Lines of Services
- Increase component of Performance
- Data Management Technologies

3

REINFORCING TECHNOLOGY ASSETS

4

DEVELOP DATA CENTRIC OFFER

- Tech investments in different directions
- Product Investments
- Collaboration with market Leaders

- Audiens Data Services development
- Audiens DMP development

5

AUTOMATED DELIVERY

- Automated media traffic
- Dedicated client dashboard
- AI

2018-2020 Mantra

CROSS SELLING

R&D

OMNICHANNEL

A new Start: KPIs 2018-2020

With a new, upgraded perimeter, we can count on new potential and set new target goals.

| | | 2017 | 2020 |
|---|--|--|---|
| INCREASE AVERAGE CLIENT VALUE <ul style="list-style-type: none"> Cross & Up Selling of different products & Services Increase component of Performance for sales support Integrate Data Management Technologies | | € 199K 1,7 LINE OF SERVICES FOR CLIENT DURING 2017 | € 259K 2,8 LINE OF SERVICES FOR CLIENT DURING 2020 |
| ACQUIRE NEW CLIENTS <ul style="list-style-type: none"> Developing commercial team and resources Increase national sales coverage Leveraging on distribution partners | | 138 1,5 FTE OF SALES PEOPLE DEDICATED DURING 2017 | 201 6 FTE OF SALES PEOPLE DEDICATED WILL BE HIRED WITHIN 2020 |
| MAXIMIZE CLIENTS RETENTION <ul style="list-style-type: none"> Develop new technology solutions Increase level of technical integrations Improve Dashboard & Analytics | | 7% CHURN 3% PENETRATION OF DIGITOUCH DMP AMONG CLIENTS DURING 2017 | 4% CHURN 15% PENETRATION OF DIGITOUCH DMP AMONG CLIENTS DURING 2017 |
| MAINTAIN AVERAGE MARGINALITY <ul style="list-style-type: none"> Automatize Service delivery Maintain 30% business Operational marginality Increase revenues from Data Services | | 15,4% LABOUR COST EQUAL TO 14% IN 2017 | 15,7% LABOUR COST EQUAL TO 11% IN 2020 |

Business Plan 2018-2020

| Mio EURO | 2016 | 2017 | 2018 | 2019 | 2020 |
|---------------------------------------|-------|---------------|-------------|-------------|-------------|
| ADVERTISING SERVICES | 20.0 | 21.0-21.3 | ≈ 24.5-26 | ≈ 29.5-30.0 | ≈ 33.8-34.3 |
| <i>GROWTH %</i> | | | 17,0% | 18,0% | 16,5% |
| PERFORMANCE MARKETING SERVICES | 5.2 | 5.5-5.9 | ≈ 7.5-7.8 | ≈ 10.5-11.0 | ≈ 14.0-14.5 |
| <i>GROWTH %</i> | | | 35,0% | 33,0% | 32,0% |
| DATA SERVICES | 0.12 | 0.6-0.7 | ≈ 1.0-1.2 | ≈ 2.0-2.5 | ≈ 4.0-4.5 |
| <i>GROWTH %</i> | | | 100% | 100% | 80% |
| ADDITIONAL | 800 | | | | |
| TOTAL REVENUES | 26.0 | 27.5-27.9 | ≈ 33.0-35.0 | ≈ 42.0-43.5 | ≈ 51.8-53.3 |
| AVERAGE GROWTH RATE | | | 22% | 24% | 24% |
| EBITDA | 4.200 | 4.300 - 4.500 | ≈ 5.0-5.5 | ≈ 6.0-7.0 | ≈ 8.0-9.5 |
| <i>% EBITDA</i> | 15% | 15-16% | 15-16% | 15-16% | 15.5-16.5% |

Progressive diversification
of revenues streams on 3
SBUS

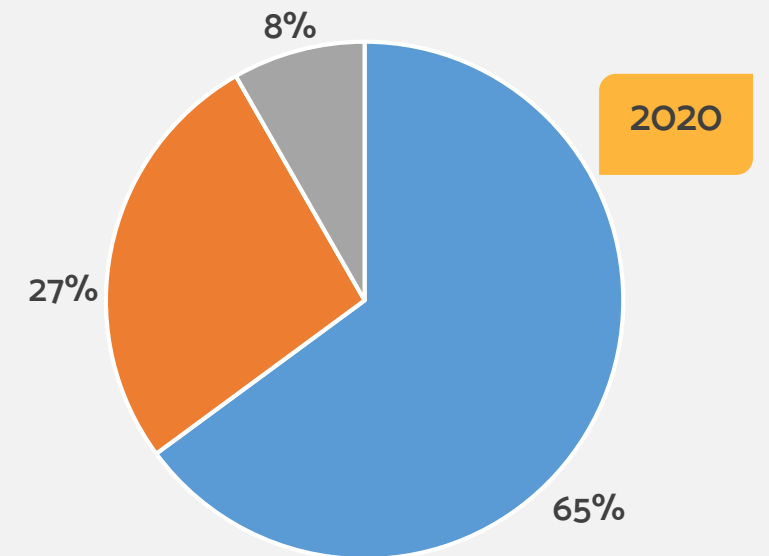
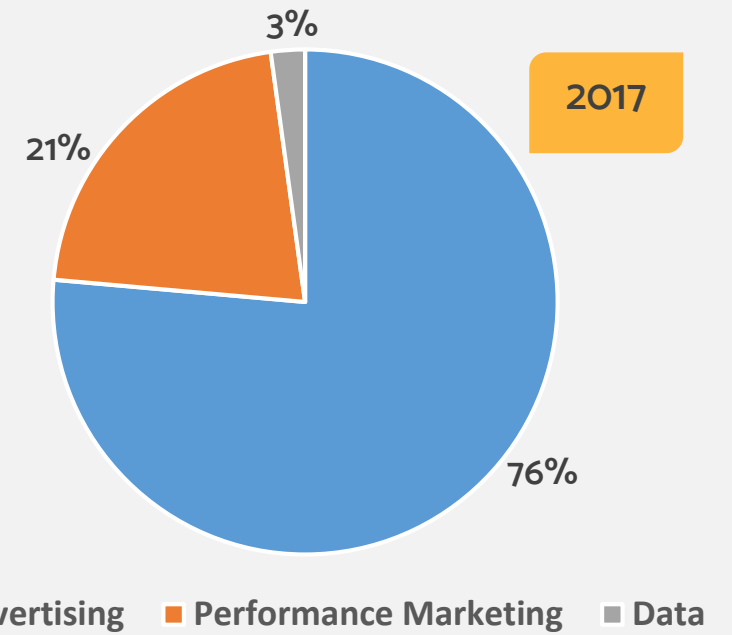
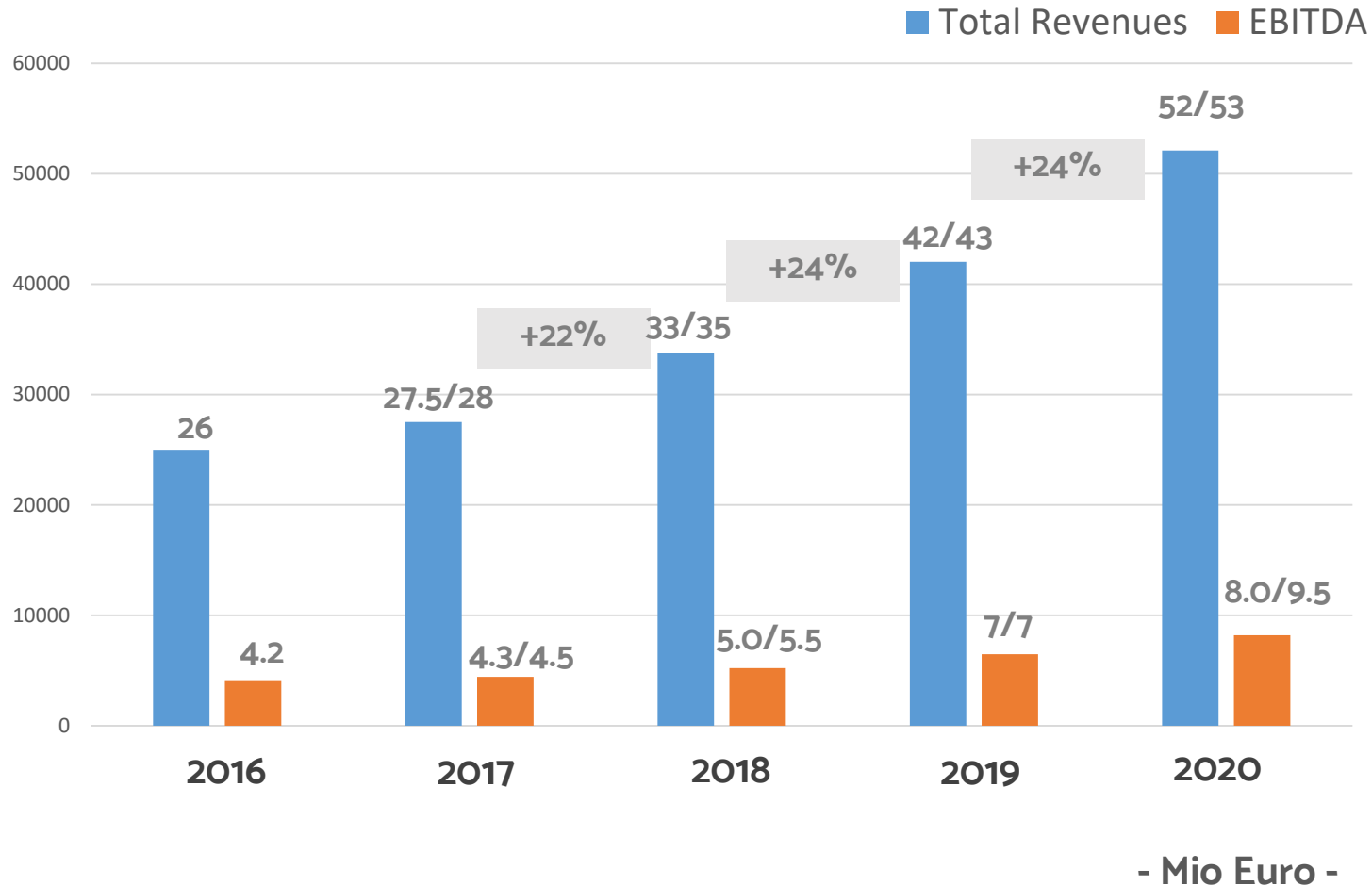
Increase of average
customer Value and new
Acquired Clients

Focus on current Business
perimeter

Maintaining average
industrial margin, with less
than proportional increase
of labour cost

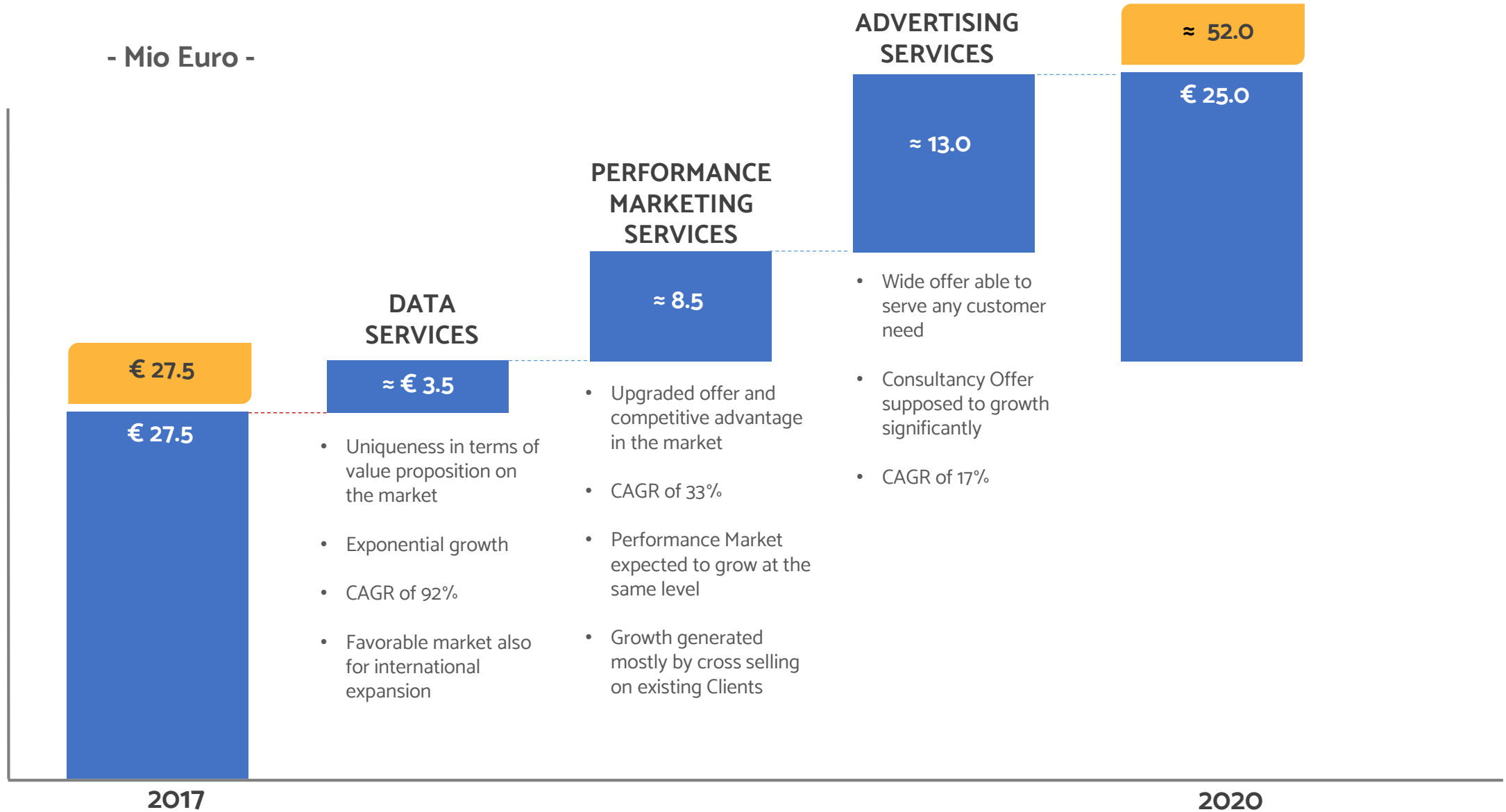
Revenues & Mol Progression

DIGITOUCH BUSINESS PLAN 2018-2020

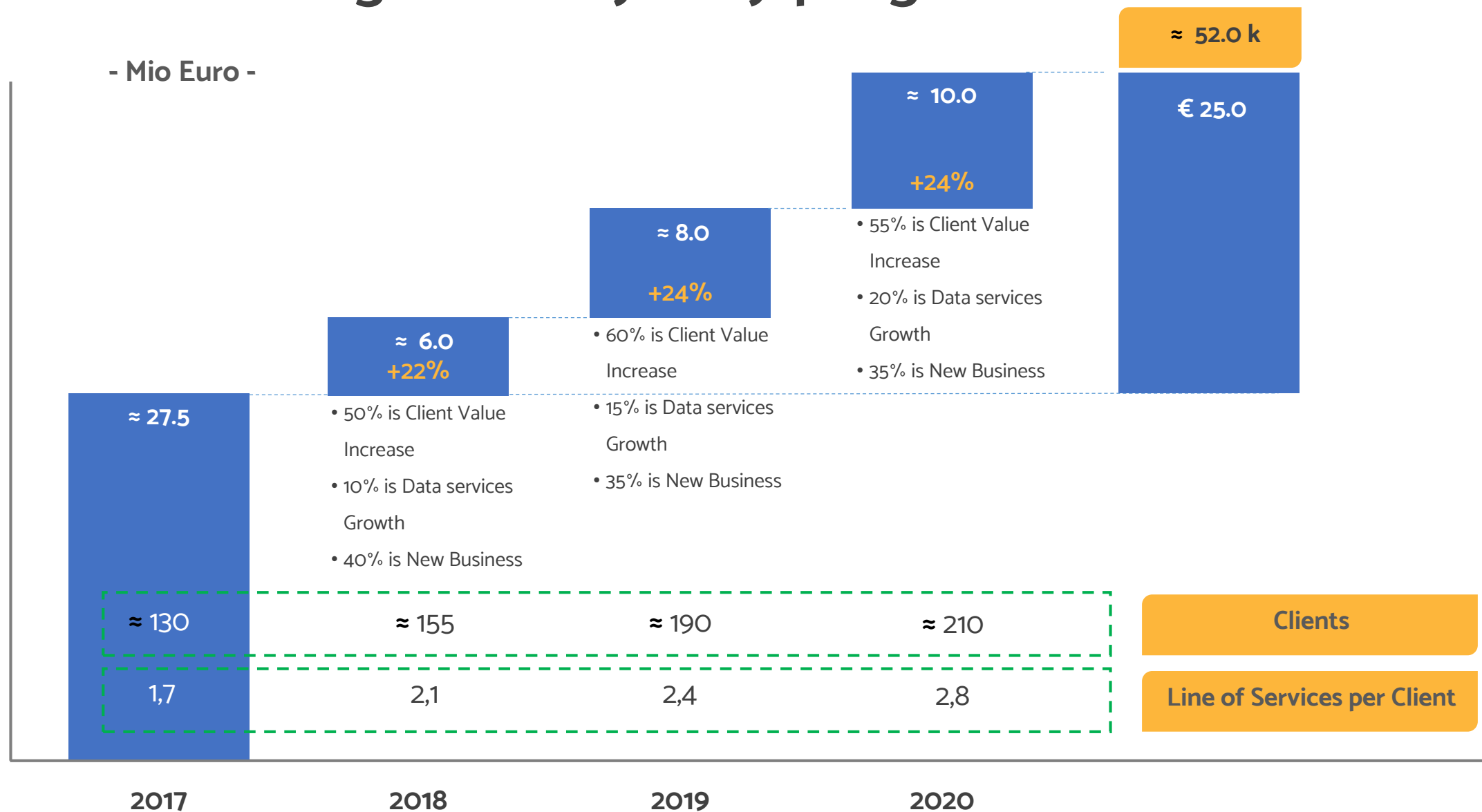


Revenues Progression: 52 mio euro in 2020

- Mio Euro -

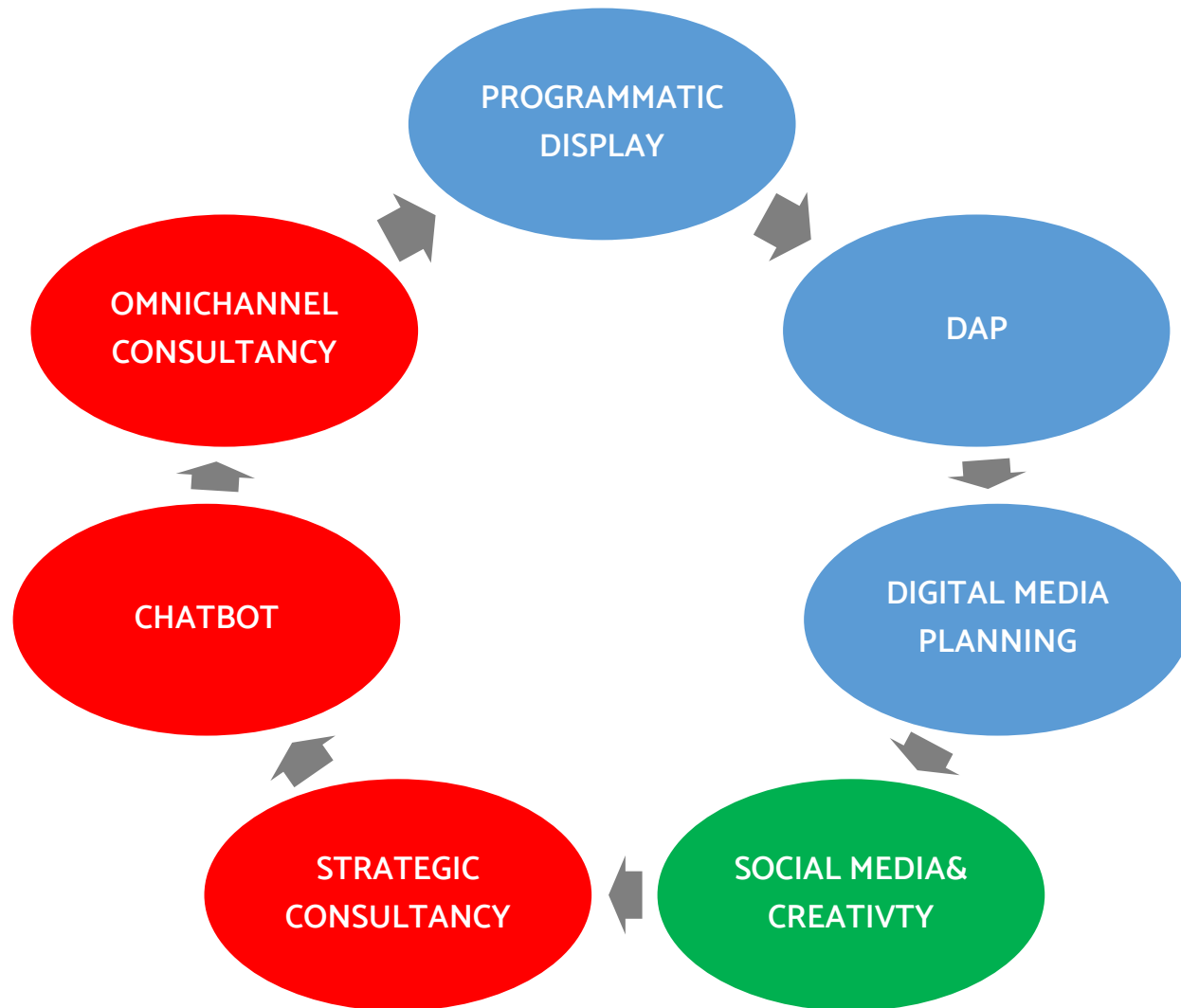


Revenues Progression: yearly progression



SBU Advertising Services

MARKET OFFER



SBU Advertising Services, DigiTouch core business since the beginning, design, implement and manage solutions for digital communication for Medium & large Clients.. **DigiTouch SBU Advertising Services is the key partner to serve any need for Brands digital communication**

- Consultancy Services:** composed by Strategic Consultancy, Omnichannel Consultancy & Strategic Products (e.g. ChatBot)
- Social Media & Creative Services:** composed by Strategic Consultancy, Omnichannel Consultancy & Strategic Products (e.g. ChatBot)
- Digital media Planning:** composed by Programmatic Advertising, Dap - independent trading desk

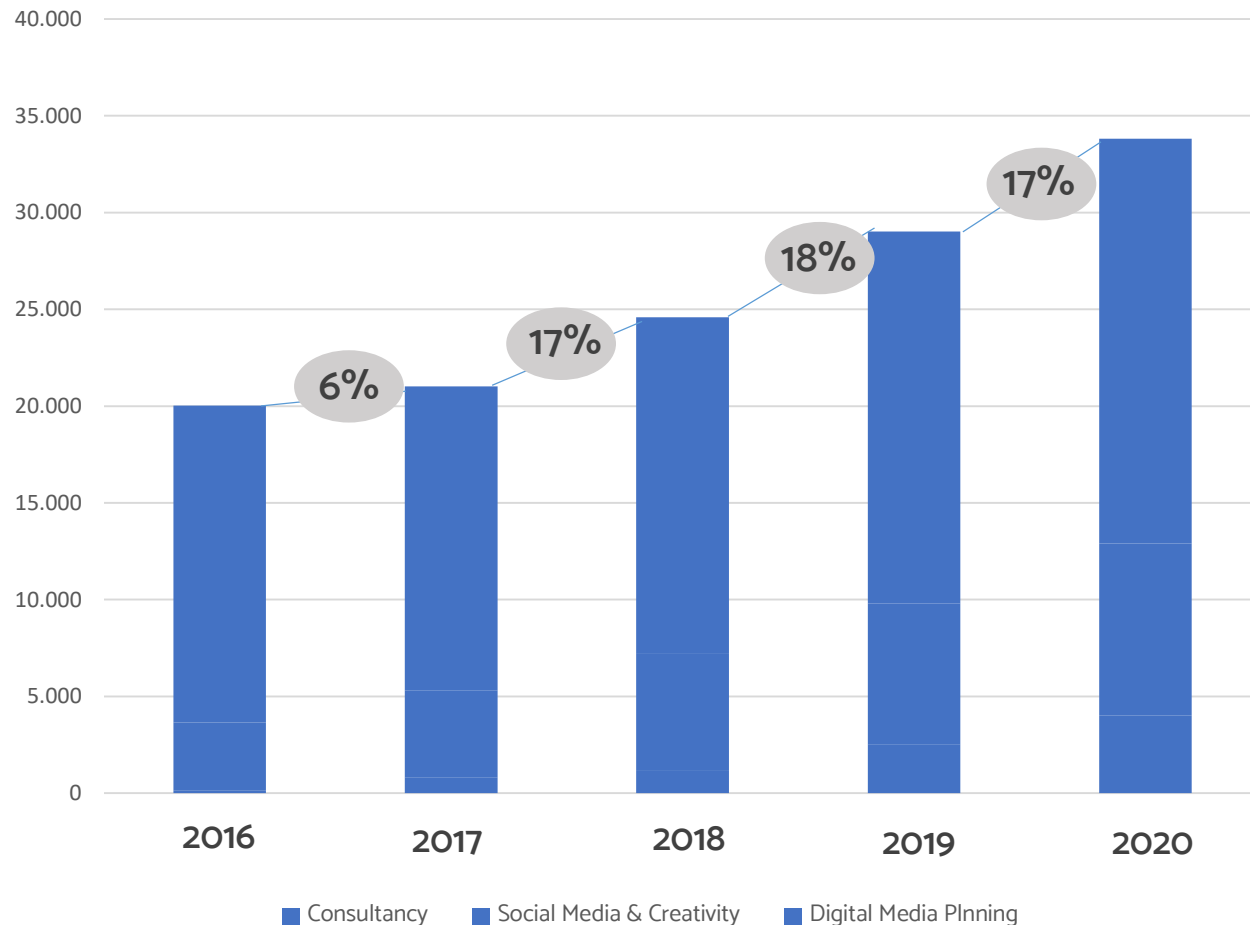
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2018-2020 Plan

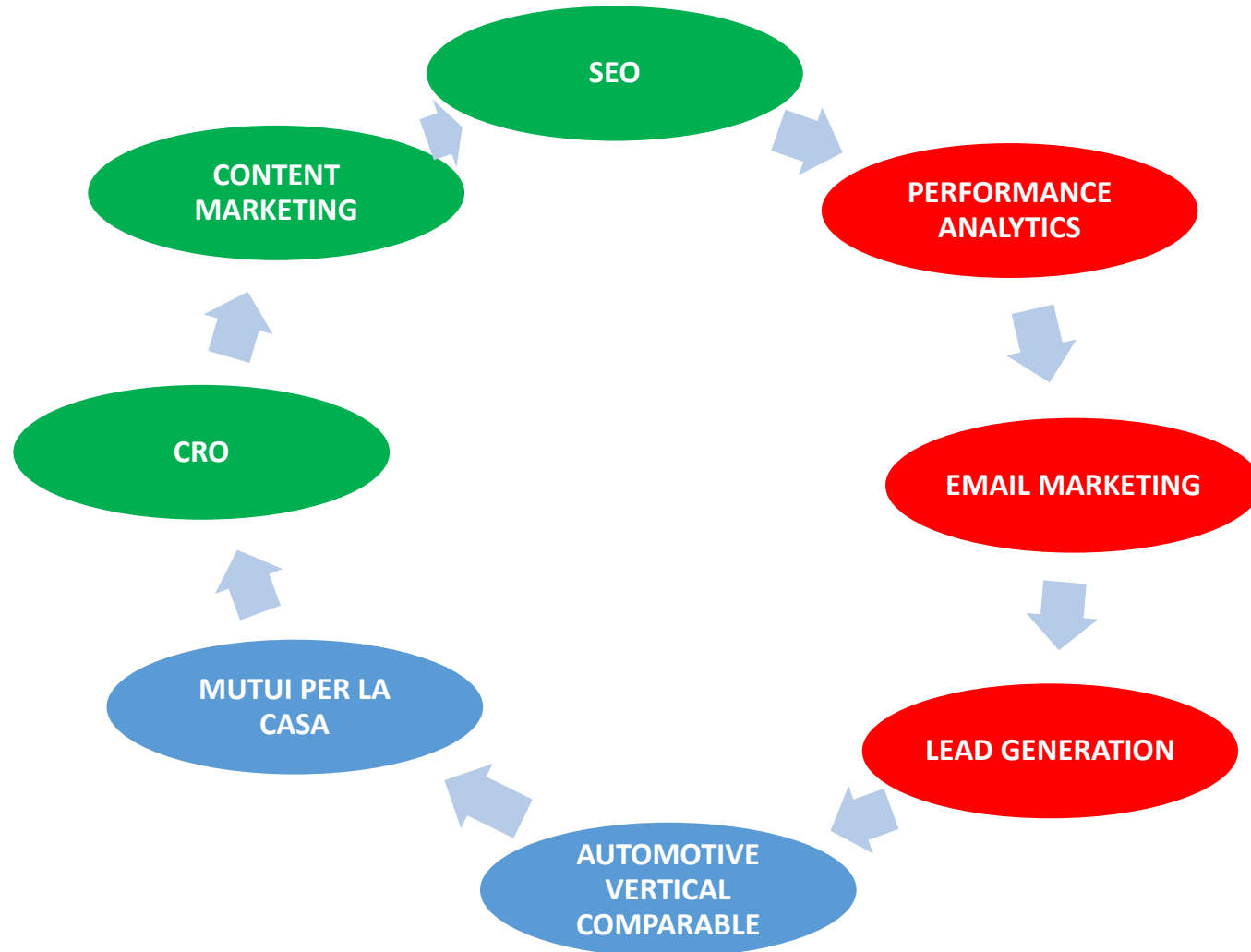
SBU ADVERTISING SERVICES REVENUES GROWTH



- **Improve consulting offer:** use of consultancy as a value for the offer anche as driver to bring turnover to the offer overall
- Maximize, industrialize and measure **Cross selling & Up selling**
- Improve the **process of selecting medium size target Clients:** creation of strategic partnership on the area
- Activate **Analytics offer**, developing internal solutions able to guarantee added value to Clients
- Activate and devolp tools that increase the efficiency in the management of media campaign for the Client and in the process of campaign planning
- **Introduce other specific products** (specific and not) **and services**, that we sell also through our consulting business unit: e.g. ChatBot
- **Develop strong competences for specific verticals such as Retail & Omnichannel** and create a dedicated market offer
- Evolve the relationship with **Facebook and Google**
- Partnership with **Amazon and other Marketplaces**




SBU Performance Marketing Services

MARKET OFFER




The SBU Marketing Services joins competences like profiling, segmenting and measuring the efficiency of the funnel and all the communication activities. This SBU gathers those agencies of the Group that supply performance marketing services digital for brands/ advertisers.

DigiTouch SBU Marketing Services is the key partner for lead generation and support on digital sales increase for Brands

-  **Acquisition Services:** composed by Email Marketing, Lead Generation & Performance Analytics
-  **Seo & content Services:** composed by Search Engine Optimization (SEO), Content Marketing, & CRO
-  **Verticals:** composed by Mutui per la casa & Digital Automotive Solutions

 **performMEDIA**
planning with digital DNA

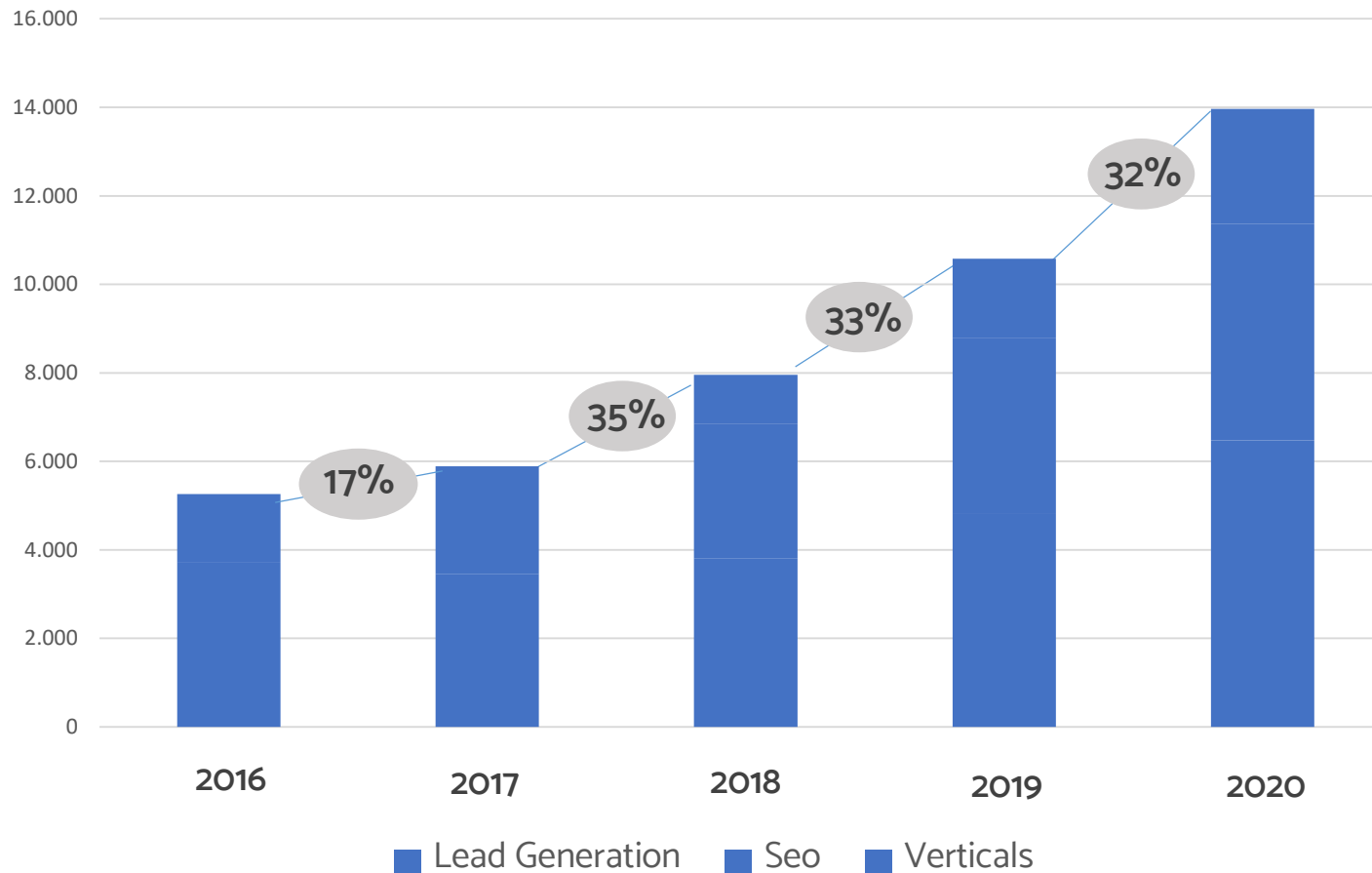
 **Optimized Group.**

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DIGITAL AUTOMOTIVE
Solutions

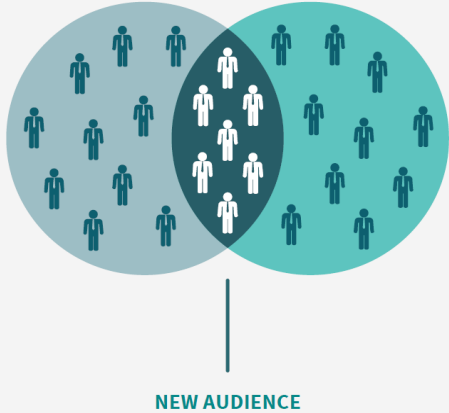
2018-2020 Plan

SBU PERFORMANCE MARKETING SERVICES REVENUES GROWTH



- Increase the average value of each single project, enlarging the added value created by the SBU
- Increase the average level of integration with Clients
- Increase the level of synergy with the SBU Data Services, in order to increase the margin and to improve the performances
- Enhance SEO competences, in terms of experience and technologies, so that to increase the medium size of the projects
- Launch of the dedicated Analytics Project, so that to create a product on support of the overall offer and as additional revenues stream

Audiens™ : solutions for advertisers

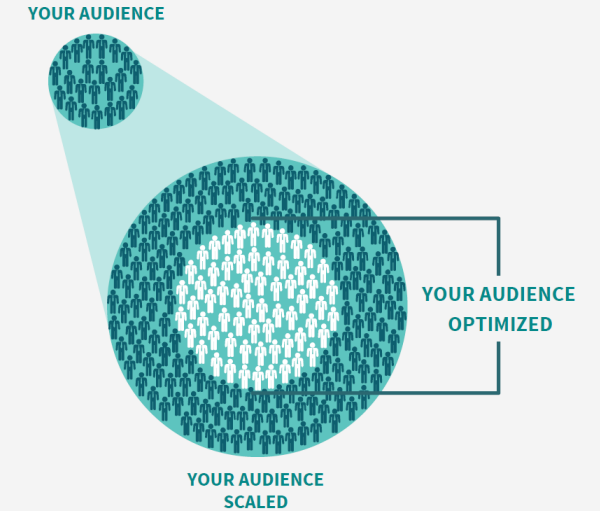


Audience Modeling

Building audiences it's not just retargeting.
Enrich your segments with 2nd and 3rd party data to create new target audiences

Audience Extension

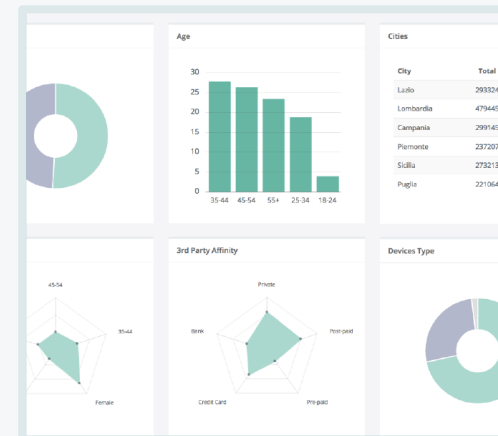
Identify similar users via intelligent algorithms & techniques such as look-alike modeling



Audience Analytics

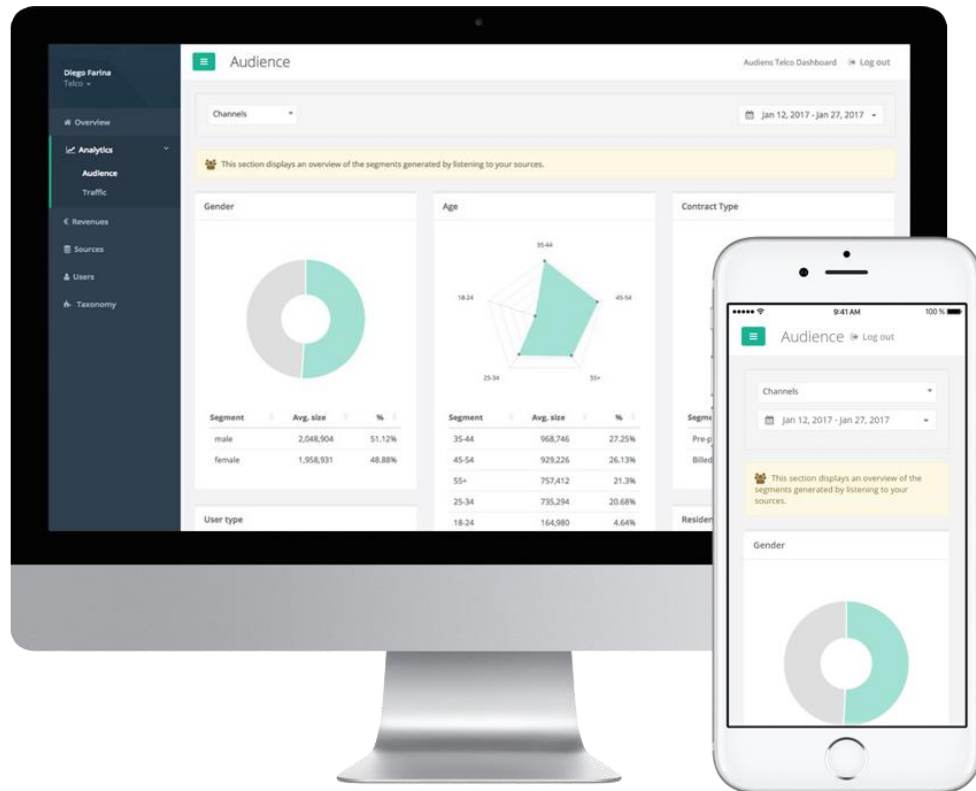
Know your audience.
Gain insights into your customers composition, life cycle and usage across all platforms

Audiens helps you understand your data and identify valuable segments



Audiens: Data Management

A Customer Data Platform designed to activate 1st, 2nd and 3rd party data across all digital advertising channels

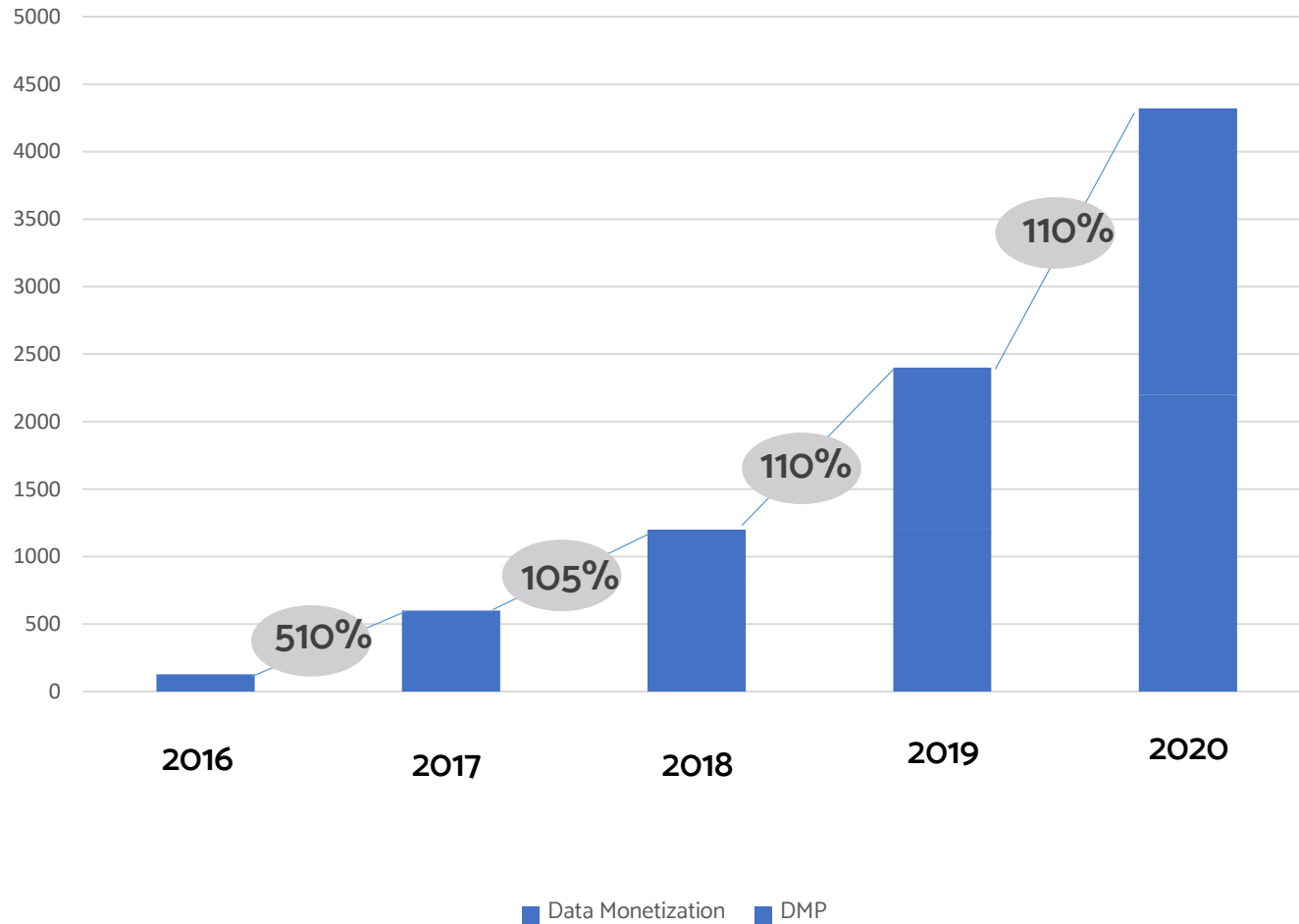


AUDIENS FOR ADVERTISERS

- A proprietary platform designed to improve the performance of digital campaigns using data
- Data onboarding from multiple sources (website, mobile app, CRM..)
- Data modeling through machine learning and AI
- Data activation across major advertising networks (DoubleClick, Adwords, Facebook, AppNexus)
- Self-provisioning account activation with focus on SME
- GDPR compliant
- SaaS-cloud model on based on number of users profiled
- Launched in September 2017
- First pilot customer onboarded (Unieuro)
- In negotiation with a wide range of customers from different sectors (fashion&luxury, retail, consumer goods...)

2018-2020 Plan

SBU DATA SERVICES REVENUES GROWTH



- Continue investment in Audiens technology platform
- Reinforcing commercial efforts
- Continue development of two offers: A) Data Monetization e B) Data Management Platform
- Proceed education process on Data Management
- Increase the number of Data Providers: Telcos, Utilities, Publishers, etc.
- Focus on DMP for Mid-Size Clients
- Focus on the Data Management offer on agencies and big Clients
- Increase the level of independence of the Data Services SBU

audiens

Group Business Plan - details

| MIO EURO | 2016 | 2017 | 2018 | 2019 | 2020 |
|----------------------------------|---------------|----------------------|--------------------|--------------------|--------------------|
| REVENUES | 26.0 | 27.5-27.9 | ≈ 33.0-35.0 | ≈ 42.0-43.5 | ≈ 51.8-53.3 |
| DIRECT CLIENTS - NUMBER | 132 | 138 | ≈ 154 | ≈ 178 | ≈ 201 |
| NEW DIRECT CLIENTS | 12 | 11 | ≈ 22 | ≈ 30 | ≈ 30 |
| AVERAGE VALUE FOR CLIENT | 199 | 199 | ≈ 219 | ≈ 236 | ≈ 259 |
| LINES OF SERVICES FOR CLIENT | 1,4 | 1,7 | ≈ 2,1 | ≈ 2,4 | ≈ 2,8 |
| OVERALL COSTS | 23.141 | 23.256 | ≈ 28.5 | ≈ 35.5 | ≈ 43.9 |
| COST OF PRODUCTION | 18.844 | 19.259 | ≈ 24.0 | ≈ 30.0 | ≈ 37.5 |
| | | 71% | 71% | 72% | 72% |
| TECHNOLOGY & PRODUCT INVESTMENTS | 850 | 950 | ≈ 0.9 | ≈ 0.9 | ≈ 0.9 |
| LEGAL, ADMIN AND CONSULTANCY | | | | | |
| LABOUR COST | 3.797 | 3.797 | ≈ 4.2 | ≈ 4.8 | ≈ 5.5 |
| | 14% | 14% | 12% | 11% | 11% |
| OTHER COSTS | | | | | |
| EBITDA | 4.200 | 4.300 - 4.500 | ≈ 5.0-5.5 | ≈ 6.0-7.0 | ≈ 8.0-9.5 |

Commercial Strategy

Focus on 4 Market Areas

Among which the most important we already controlled

THE SALES STRATEGY

Target Clients:

- Italian LME (Euro 1-10 million of total communication,
- Strong focus on specific industries where our Group has relevant case histories and experiences: fashion, finance, retail, luxury, pharma, utilities, automotive,

Approach:

Maximum interconnection among the sales with the activation of rewards model for activities of:

- Upselling,
- Cross selling,
- Purchase of intergroup services.

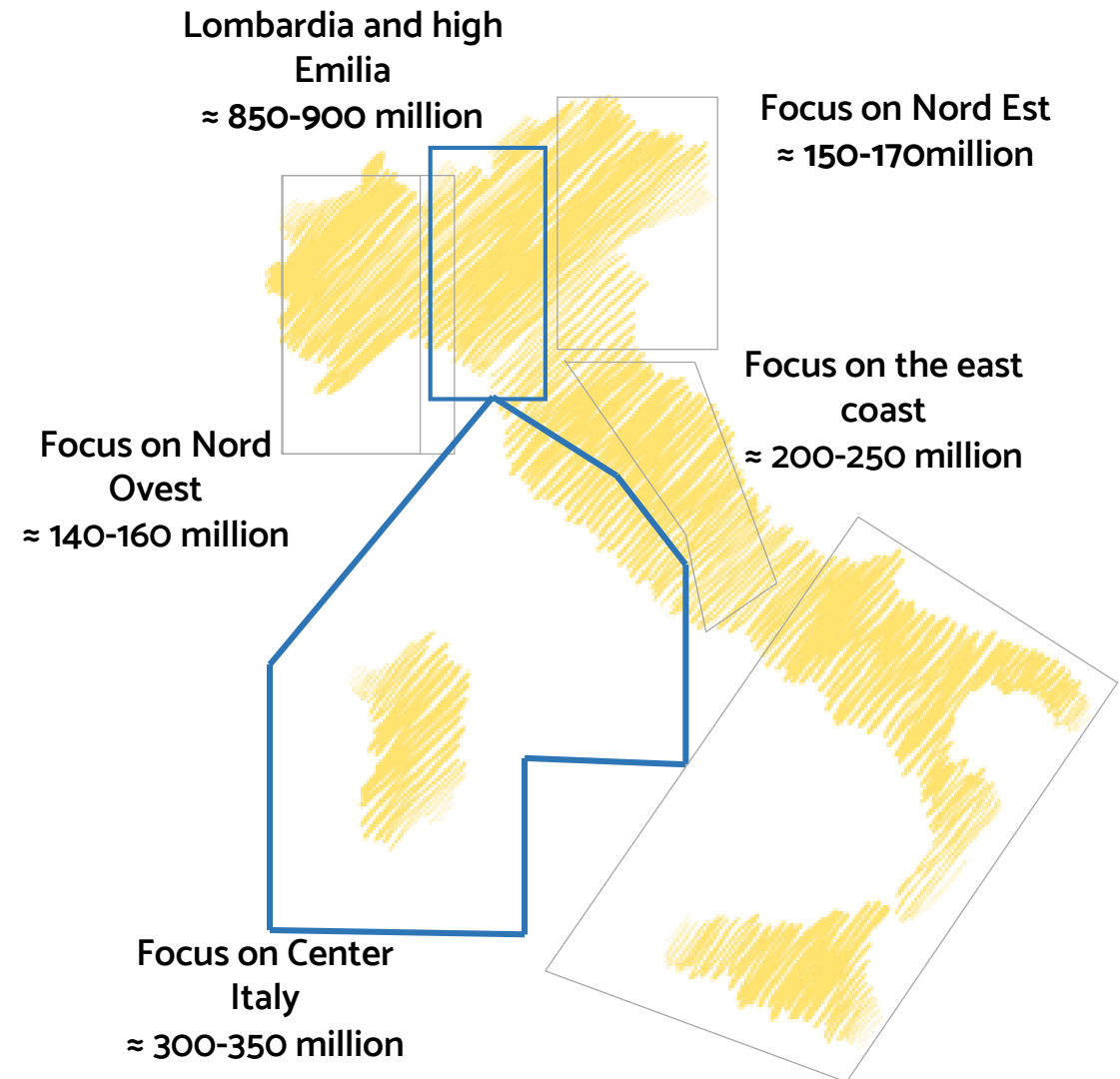
Not only services, but also products.

Objective:

Sell to our clients not only media service but concrete products according to a model of year licence that allow to have:

- Bigger loyalty with Clients (to allow upselling),
- Bigger predictive skill as far as budget is concerned,
- Bigger ability to establish a strong relationship with Clients.

Progressive fine tuning of Commercial Strategy & Value Proposition: Clients that invest between Euro 1-10 million of total communication for an overall market value of **1,6 Billion Euro**



Internal estimate elaborated on values calculated on the first 10 months beginning from Nielsen Data

People management

People remain without any doubt major and more sensible assets of DigiTouch SpA

PEOPLE ORIENTED ACTIVITIES

- **Surveys.** Yearly People Satisfaction surveys on level of engagement, personal ambitions and areas of improvements. In order to orient training, education and carriers path.
- **Leadership.** Training and Educational Sessions (last in November 2017) in order to guarantee professional and personal growth of Management team.
- **Education.** Training and Educational Sessions (last in November 2017) in order to guarantee professional and personal growth of Management team.
- **Teamwork.** Regular Teamwork initiatives in order to facilitate networking collaboration and knowledge sharing.

Average age 2017: 29 years

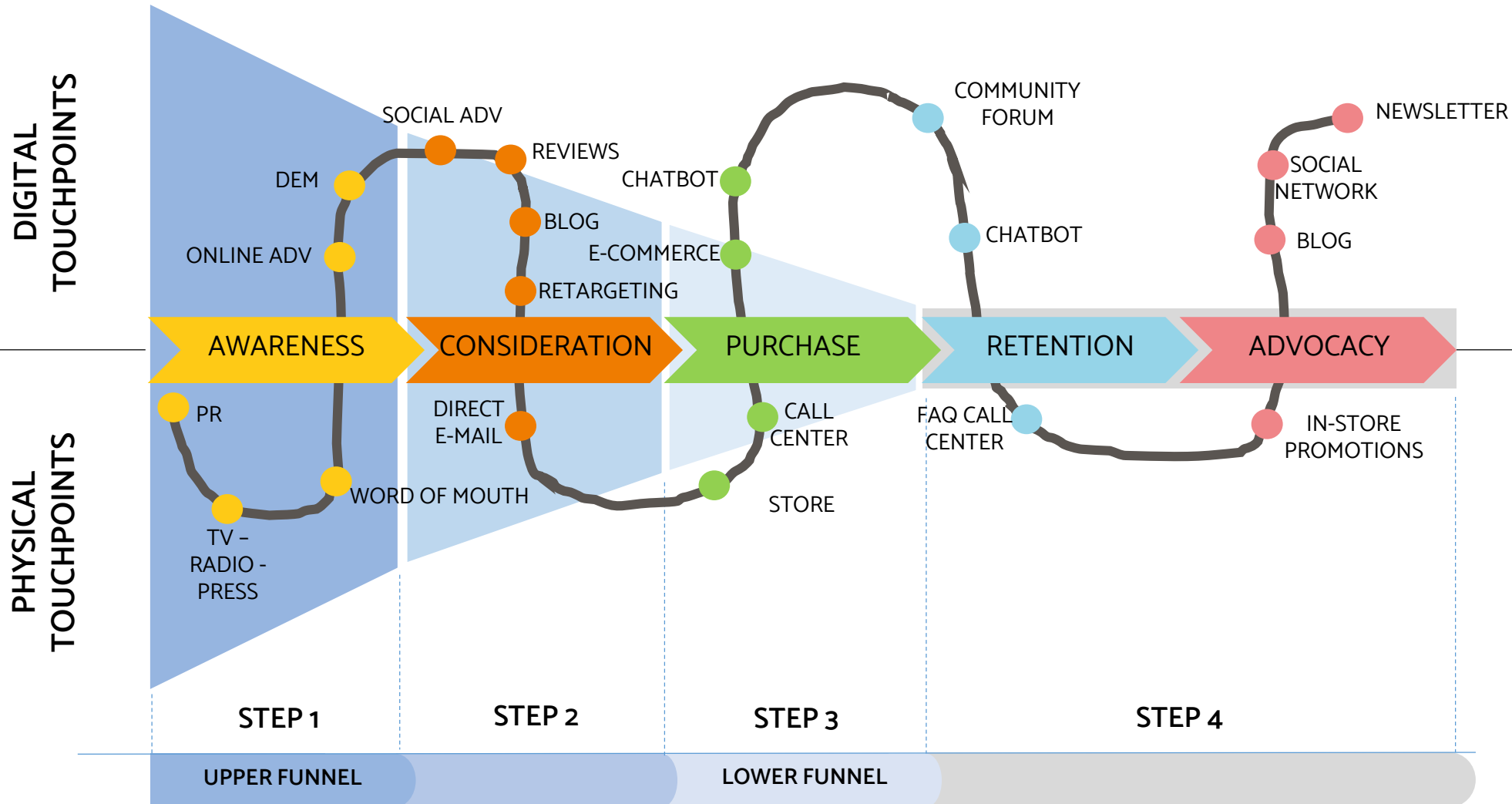
**DigiTouch SPA
remains
one of the more
successful employer
in the industry**

As major feedback
of last 2 years survey

- ➔ **Very High Retention Levels**, above the average for Digital Marketing companies
- ➔ **Stopck option plan** set up & implementatiuon for 25% of Team
- ➔ **Management team young**, highly motivated and willing to change the market
- ➔ **Concentration of technical skills**, with important recomandation for self technical training
- ➔ **Fully meritocratic environment**, with possibility of rapid growth based on results
- ➔ **High incentivation rate**: professional & economic rewards fully based on numerica achievements

Omnichannel

CASE HISTORY: THE OMNICHANNEL PLATFORM



To allow CUSTOMER JOURNEY, drive into store and conversion into buying clients, we realized a dedicated platform to enable omnichannel marketing and analytics.

DigiTouch implement projects online & in store

DigiTouch is able to implement and measure every single step of CUSTOMER JOURNEY of an omnichannel proposition.

We select more performing channels and optimize conversions.



3

Value Creation Process

DigiTouch Stock trend

PRICE & VOLUMES



Period analysed: from 16th March 2015 to 20th November 2017

DigiTouch stock undervalued

“Target Price €2.54 per share, **OUTPERFORM** recommendation. Based on our adjusted projections and updated DCF model, we raise our target price to €2.54 per share (from €2.36 per share). Given the 82% upside on current share price, we confirm our **OUTPERFORM** rating on the stock.”

- 24th May 2017, DigiTouch Equity Research, EnVent -

“**Valuation.** Since our previous report, DGT has experienced a 19.3% rise in its stock price. However, the stock continues to be undervalued considering the company’s market positioning within the Italian digital segment and the double-digit growth rate of the Italian digital advertising industry. DGT trades at 3.62x 2016E EV/EBITDA and 3.06x 2017E EV/EBITDA, implying app. 63% discount to its peers.”

- 27th January 2017, DigiTouch Equity Research, KT&Partners -

| DigiTouch investments highlights

1

PROGRESSIVE BUSINESS
GROWTH & INCREASE OF
MARGINALITY

2

AGGREGATION ROLE

3

INNOVATIVE SME

4

CONSTANT INVESTMENT IN
TECHNOLOGY AND BIG DATA

5

MARKET GROWTH, RELEVANCE
& POTENTIAL

6

MARKET UNDER FAST
CONSOLIDATION

Thanks

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