

•Dada•

Company Profile



About Dada

Dada S.p.A. (dada.dada.net) is an international leader in both Community & Entertainment services for web and mobile, as well as advanced Domain, Hosting & advanced online Advertising solutions.

Dada, listed on the MTA market in the STAR (DA.MI) segment of the Italian Stock Exchange, is an international leader in Community and Entertainment services via web and mobile, as well as in Domain, Hosting and advanced online Advertising solutions. More than 600 highly skilled professional currently work in Dada among its offices in Florence, Milan, Bergamo, New York, Barcelona, Paris, London, Worcester, Rio Janeiro.

Business Unit

Today, Dada is divided into 2 business areas: **Dada.net** (www.dada.net, community & entertainment services focused on music) and **Dada.pro** (www.dada.pro, professional services and advertising on the Internet).

Dada.net

Dada's offer to the final user is currently focused on the **Dada - The Music Movement** service, a community in which users can form relationships, share their musical tastes and purchase tracks in MP3 DRM-free format from a large catalogue of the major and independent record labels, and on value-added services offered throughout more than 15 countries.

The unique nature of the Dada services is the convergence of a vast number of applications and a rich library of content, from Entertainment/Infotainment to Social Networking and Music Store, in a single all inclusive subscription, accessible via PC and mobile.

The Dada Group also includes **Blogo**, the most visited vertical blog network in Italy, **Splinder**, the popular brand in the blog and social networking sector and **Upoc Networks Inc.** - a provider of added value web and mobile services on the US market.

On June 24, 2009, furthering the development of a more extensive partnership, Dada and Sony Music signed a strategic agreement including the acquisition by Sony Music of a 13% stake in Dada.net against the conferment of its holding in the Joint Venture **Dada Entertainment**.

Dada.pro

With over 450 thousand business clients and more than 1.4 million domains under management, of which 70% overseas, **Dada.pro** is one of the leading European companies in the registration of internet domains and the management of online presence for both individuals and businesses. This division also includes the activities of **Register.it**, established leader in Italy, the companies **Nominalia** and **Namesco**, leaders respectively in Spain and in the UK, and from July 2008, the **Amen** Group, one of the leading operators in France, Spain and Portugal, offering services also in the U.K., Holland and Italy.

In April 2009 Dada launched Simply (**www.simply.com**), the online advertising platform of the Group, entirely developed in-house and available on networks worldwide, which allows small to medium sized businesses to efficiently plan their advertising campaign utilising marketing tools for the selection of targets and



analysis of results and website owners to expand advertising revenue. Through the brand Dada Ad, Dada.pro also offers advertising solutions on the internet and portals of UMTS mobile carriers (through exclusive advertising on the 3 Italia mobile network and in Brazil through the management of the mobile portals of Oi and Claro).

Fueps

On June 26, 2009, Dada signed preliminary agreements for the acquisition of 51% of Fueps S.p.A., a company operating in the creation, management and development of online gaming channels.



History

The beginning

Dada started its activities in 1995 on the entrepreneurial and professional initiative of Paolo Barberis, Angelo Falchetti, Jacopo Marelllo and Alessandro Sordi, following years of research in the field of digital communications.

Dada started its business by offering a connection pay service and by developing the Dada Web City, a portal where web users could find a space to develop their personal interests.

The brand

From the beginning, Dada (**Design Architettura Digitale Analogico** or Digital Analogue Architectural Design) aimed to create a virtual and interactive city to experience the Net in innovative ways.

Development

In 1997, Dada offered the Italian market the first e-commerce solutions through its **Web Agency** "Dada Work Shop", a creative studio space where technology and imagination were combined to provide a communications service.

In order to meet the demands of a constantly evolving market, the Company extended its range of services and soon became a global **Internet Company**. Dada was one of the first Italian operators to offer value-added services and products in the hosting, housing and professional web development fields.

The creation of the **DadaCasa** Community, with a free hosting services, opened the road to experiencing the Net in a completely new way, not only as a repository of information, but also as a place to develop one's own identity.

Dada's positioning as an innovative **Internet Company** was confirmed by the choice of ICANN (Internet Corporation for Assigned Names and Numbers) who in June 1999 admitted Dada as the first Italian Company to the Shared Registry System for the registration of general domains .com, .org and .net. The portal www.domini.it, specifically dedicated to individuals and businesses wishing to **register** one or more domains (**either Italian or international**), thus became one of the main Italian web sites for establishing an Internet presence.

SuperEva

With the creation of **superEva** in 1999, Dada took another jump into the future. superEva was the first Italian search engine system using the local language and sophisticated services, which also displayed the success percentage of a search.

Going Public

On June 29, 2000, Dada went public and became a **listed company on the MTAX Italian Stock Exchange**: since then it has launched an important acquisition plan allowing it to create the flexible structure that characterizes the Dada group today.

Rebranding Strategy

In 2006, Dada completely renewed its branding strategy toward simplicity, convergence and internationalization.

Dada's consumer offering was gathered together under one umbrella brand, "**Dada.net**", where users can access all its community and entertainment services. The creation of new attractive and expressive logos symbolized the next step in the company's evolution.

Internationalization

2006 was a year of numerous **acquisitions**, including **Nominalia** S.L. (the leading Internet name registrar in Spain), **Upoc Networks** Inc. (a leader in the US Internet and mobile VAS market) and **Tipic** Inc. with its brands **Splinder** (the leading Italian blog and social networking community) and **Motime** (with its historical US presence).



In July **2007** Dada completed the acquisition of **Namesco** Ltd., a leading UK company in the domain registration and hosting sector.

On July 16, 2007 Dada announced the creation of the joint venture “**Dada Entertainment LLC**”, product of cooperation between Dada and SONY BMG MUSIC ENTERTAINMENT.

On July 9, 2008, following the launch in the United States, Dada launched “**The Music Movement**” in Italy; the new way to download, experience and listen to music.

This unique digital offer combines high quality, legally downloadable content into a single product. Thanks to the music-oriented community, users can enrich their “Emotional Networks” with content from an extensive music library.

On July 3, 2008 Dada increased its stake to 70% in **Blogo**, the most popular vertical blog network in Italy. Dada had already acquired 30% of Blogo in February 2007.

In line with the group’s consolidation strategy, on July 9, 2008 the Dada Group acquired a stake in **Music Box**, a leading interactive satellite music channel in Italy.

Finally, on July 16, Dada acquired the **Amen Group**, leader in Domain and Hosting services in France, Spain and Portugal, becoming a major European player in the high-end segment of professional services for Internet and digital advertising.

Today

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Links

Corporate website: <http://dada.dada.net>

Dada – The Music Movement: <http://www.dada.it>

Dada.pro: <http://www.dada.pro>

Register.it: <http://www.register.it>

Nominalia: <http://www.nominalia.com>

Namesco: <http://www.names.co.uk>

Amen Group: <http://www.amen.fr>

Simply: <http://www.simply.com>

Blogo: <http://www.blogo.it>

Splinder: <http://www.splinder.com>

Dada Entertainment: <http://www.dada-ent.com>

Upoc Networks: <http://www.upocnetworks.com>

Upoc: <http://beta.upoc.com>

Fueps: <http://www.fueps.com>

RCS MediaGroup: www.rcsmediagroup.com