



**PRESS RELEASE PURSUANT TO ARTICLE 37-TER, PARA. 3 OF THE CONSOB REGULATION  
NO. 11971/1999, AS SUBSEQUENTLY AMENDED (ISSUERS' REGULATION)**

**Mandatory Public Tender Offer on the entire ordinary share capital of Dada S.p.A. launched by  
Libero Acquisition S. à r.l.**

**Offer Document filed with CONSOB**

*Milan, 26 August 2013* - Orascom TMT Investments S.à r.l. (**OTMTI**) announces that Libero Acquisition S.à r.l. (the **Offeror**) has filed today with CONSOB the offer document (the **Offer Document**) pursuant to Article 102, Paragraph 3 of the Legislative Decree no. 58 of 24 February 1998, as subsequently amended (**TUF**) and Article 37-ter of the Issuers' Regulation. The Offer Document to be published relates to the mandatory public tender offer pursuant to Articles 102, 106, Paragraph 1 and 109 TUF (the **Offer**), launched by the Offeror and concerning up to 7,354,968 ordinary shares of Dada S.p.A. (the **Issuer**), as well as up to 470,000 ordinary shares of the Issuer; calculated assuming a full subscription of the existing stock option plan.

Those investors who will accept the Offer will receive a consideration in cash equal to Euro 3.329 for each ordinary share of the Issuer tendered to, and purchased by, the Offeror. The overall maximum consideration for the Offer is equal to Euro 26,049,318.472.

The Offer Document will be published once its review is completed by CONSOB, as provided by Article 102, Paragraph 4, TUF.

Before the publication of the Offer Document, any information not included herein can be found in the press release prepared pursuant to Article 102, Paragraph 1, TUF, published on the Issuer's website ([www.dada.eu](http://www.dada.eu)), which also includes the main terms of the Offer.

**Contacts:**

**OTMTI Media Contact:**

Manal Abdel-Hamid  
Tel. +20122 215 6333  
[mabdelhamid@otmtinvestments.com](mailto:mabdelhamid@otmtinvestments.com)

***DADA Investor Relations:***

*Tel: +39 02 54027790  
Mob: +39 334 6971556  
[investor.relator@dada.eu](mailto:investor.relator@dada.eu)*

Milan, 26 August 2013