

Press release

LAUNCH OF ENERGYUP.TECH, THE PORTAL DEDICATED TO DIGITAL INNOVATION IN THE ENERGY SECTOR: A NEW ONLINE ASSET OF THE DIGITAL360 NETWORK

The Digital360 Group launches a new digital information portal applied to energy development and sustainability. The Digital360 Network already consists of 55 digital assets (websites, web channels and newsletters), which make up the largest Italian online B2B community of managers, entrepreneurs, professionals, as well as policy makers interested in digital and entrepreneurial innovation: a portfolio with nearly 1.6 million readers per month (+32% on an annual basis).

Milan, 4 February 2020 – The digital revolution, among others, is also leading to investments in the energy sector, bringing new ideas and proposals to the table, aimed at reducing waste, improving resource management and renewing business models. To help provide answers to the challenges posed by energy development and sustainability and to the request for information and research on these issues, the **Digital360** Group has launched **EnergyUp.Tech**, a portal that dedicated to the world of digital innovation applied to the energy and utilities industry. The publication, directed by Mauro Bellini, was created with the aim of offering market analysis, research, insights, case histories and presentations of solutions and projects that provide operators in the sector with a daily insight into the major technologies, services, experiences and projects in the energy field.

EnergyUp.tech is the last addition to the Digital360 Network of 55 digital assets, consisting of portals, web channels and newsletters. A portfolio which today represents the largest publishing network in Italy specialised in issues relating to digital transformation and entrepreneurial innovation, with a B2B community made up of managers, entrepreneurs, professionals and policy makers interested in innovation. The Digital360 Network closed 2019 with a 32% growth in unique visitors compared to 2018, a monthly average of 1.6 million readers and peaks of almost 2 million readers. Overall, in 2019 the Group's publications published over 14,500 articles on issues relating to digital transformation and hi-tech entrepreneurship, exceeding 50 million page views, with over 45,000 keywords positioned on the first page on Google and 247,000 followers/fans on social media networks (with an additional 220,000 fans/followers who are key users of the network). Over 2,000 white papers are published on the Network, for a total of nearly 30,000 downloads. The broad range of topics covered and the size of the audience allow the Network to map the interests of users, in particular those of "tech buyers", managers of companies and of Public Administrations who invest in technological solutions and digital innovation.

"We have added a new piece to our digital asset network – comments **Andrea Rangone**, CEO of the Digital360 Group –. The EnergyUp.tech portal enriches the Network's offer, which aims to disseminate today's digital and entrepreneurial culture in Italy, facilitating the alignment between the demand and the supply of digital innovations and technological solutions. Our online portals, our editorial offer and the community reached represent fundamental strategic assets that

support the growth of the Group's services, both in the digital marketing, as well as in the advisory & coaching realms".

The portal is accessible at <https://www.energyup.tech>.

DIGITAL360

DIGITAL360, a company listed on the Borsa Italiana AIM Market, aims to partner with businesses and public authorities assisting them in the understanding and implementation of digital transformation solutions, relying on the best technology providers on the market. DIGITAL360 pursues this objective through two business units: one, called "Demand Generation", supports technological companies (vendors, software houses, system integrators, start-up companies, etc.) in their communication, storytelling, event management and business opportunity generation activities; the other, called "Advisory & Coaching" is aimed at all companies and all public administrations who wish to embark on any digital transformation path. Transversal to both Business Units, NetworkDIGITAL360 is the largest network of online publications focused on all aspects and current themes related to Digital Innovation. DIGITAL360 integrates a multidisciplinary and multicultural mix of professionalism and expertise, thanks to analysts, journalists, consultants and experts active in the digital world who all share a great passion and a common mission: digital innovation as an engine of growth and modernisation of our country. For more information: www.digital360.it

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