

MONDADORI DIGITAL S.P.A. IS ESTABLISHED AS THE GROUP'S COMPANY FOCUSED ON DIGITAL MEDIA ACTIVITIES

*Starting 1 January 2026, a new corporate structure will be implemented to further
strengthen the Group's leadership in the digital sector*

Segrate, 16 December 2025 - **Mondadori Digital S.p.A.**, a new company fully owned by the parent group Arnoldo Mondadori Editore S.p.A., has been established. From 1 January 2026, all digital activities of Mondadori Media S.p.A. will be transferred to the new entity via an intra-group spin-off. The aim is to drive further substantial growth for the Mondadori Group's digital assets through a dedicated corporate vehicle designed to strengthen its leadership in the Italian digital market.

The new structure aligns with Mondadori Group's corporate organisation, which maintains a distinct management perimeter for each business area: Trade Books, Education Books, Retail and, as of 1 January 2026 Media and, naturally, Digital.

Mondadori Digital's assets establish it as the **leading Italian publisher in social media and digital**, boasting a portfolio of top brands in the highest-value verticals, a fanbase of **125 million people** both in Italy and abroad, and over **33 million** monthly active users.

Positioning itself as the publisher of Italian excellence, Mondadori Digital leads in sectors such as food, well-being and lifestyle, engaging targeted audiences thanks to multimedia content across all digital channels - including websites, social media, and connected TV. These audiences are accessible through advertising solutions such as video advertising, branded content, influencer marketing, and a wide range of innovative services (MarTech solutions).

"Mondadori Digital was created to further enhance our digital media assets and MarTech solutions, which have experienced significant and continuous growth in recent years and in which we will continue to invest," said **Mondadori Group CEO, Antonio Porro**. "This strategic development aims to establish us as one of Italy's most important digital media players, through a process of continuous innovation and the cultivation of talent and expertise," concluded Porro.

Andrea Santagata will take on the role of **CEO of Mondadori Digital**, while continuing his responsibilities as Chief Innovation Officer of the Mondadori Group. **Carlo Mandelli**, Strategic Development Manager of the Mondadori Group and CEO of Mondadori Media S.p.A., will serve as Chairman of the newly-established company.

MONDADORI DIGITAL'S ASSETS

Specifically, Mondadori Digital will include assets and companies such as:

- leading brands in their respective sectors, including *GialloZafferano*, also present in the U.S. market, *The Wom*, *MypersonalTrainer*, *Webboh*, *Studenti* and *NostroFiglio*;
- the controlling stake in *Fatto in Casa da Benedetta*, which owns all intellectual property rights and the right to use the image of Benedetta Rossi, Italy's leading food blogger;
- social agencies *Zenzero* and *Power*, which manage top food, beauty and fashion sector creators in the influencer marketing segment.
- the MarTech hub, consisting of *AdKaora*, which operates in Italy, Spain and Latin America, *Hej!*, specialised in mobile advertising and conversational marketing solutions, has recently expanded with an investment in the start-up *AD cube*, which focuses on artificial intelligence applied to advertising;
- *Direct Channel*, a leader in subscription service management, also offering database management and business intelligence solutions to the non-profit sector.

For the 2025 financial year (pro-forma figures), Mondadori Digital is expected to generate revenues of approximately € 85 million and an Adjusted EBITDA of over € 15 million, supported by a team of more than 300 professionals across publishing, marketing & sales, IT and operations.

The spin-off of Mondadori Media's digital activities into Mondadori Digital will be implemented with continuity of accounting values and no impact on the consolidated financial statements, reflecting a net balance of € 38.7 million.

THE MONDADORI DIGITAL ORGANISATIONAL MODEL

The new structure will be organised around two main areas of expertise:

- the first focused on the management and development of publishing and social media brands, social agencies and *Fatto in Casa da Benedetta* with the goal of supporting the growth of brands and their social communities by pooling expertise and innovation levers, extending brand presence across all channels, and combining a strong focus on people, with AI-driven innovation.
- the second centred on the MarTech Hub, comprising *AdKaora*, *Hej* and *Direct Channel* and aimed at further strengthen continuous innovation, making AI the key driver of transformation, and delivering increasingly targeted and effective marketing and advertising solutions to investors in Italy and beyond.

Media Relations
pressoffice@mondadori.it

Investor Relations
invrel@mondadori.it