

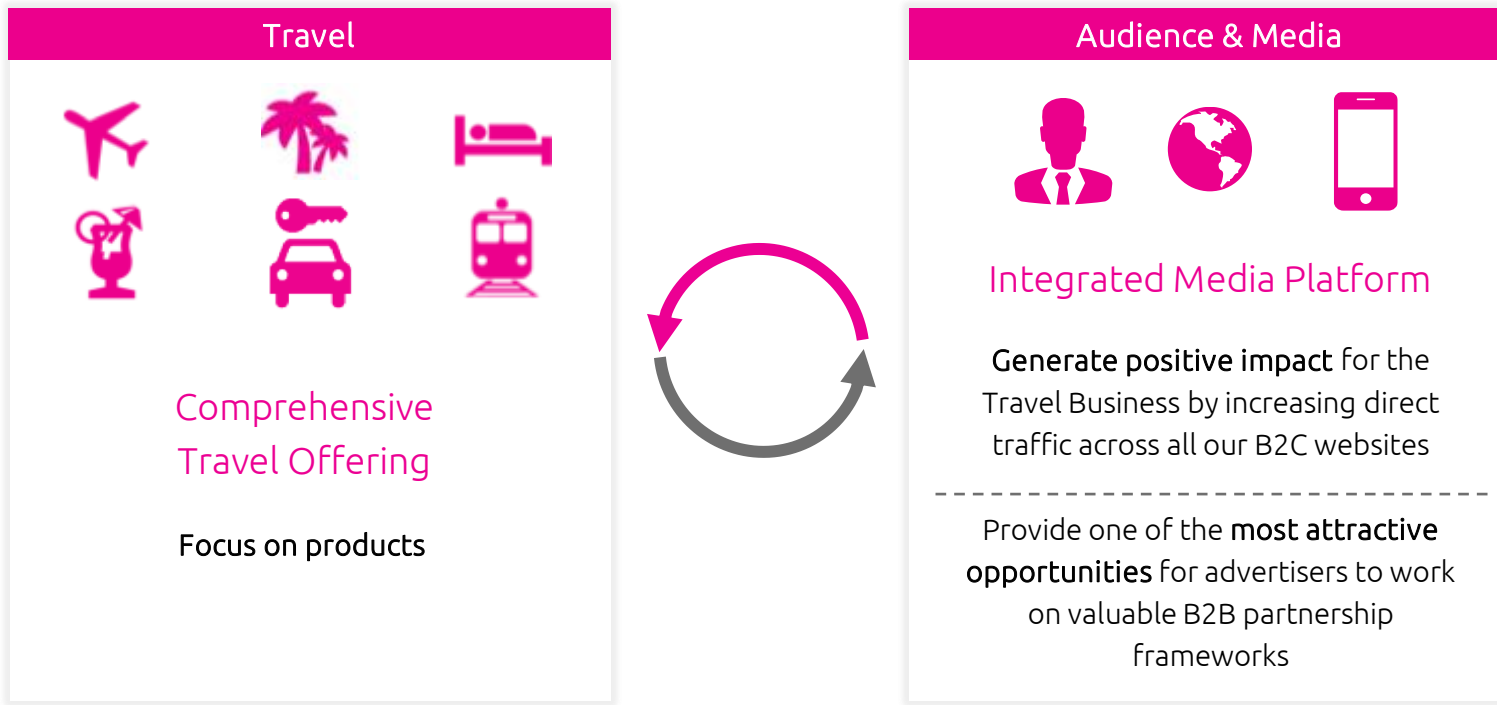
Unlock the potential

Ready to deliver

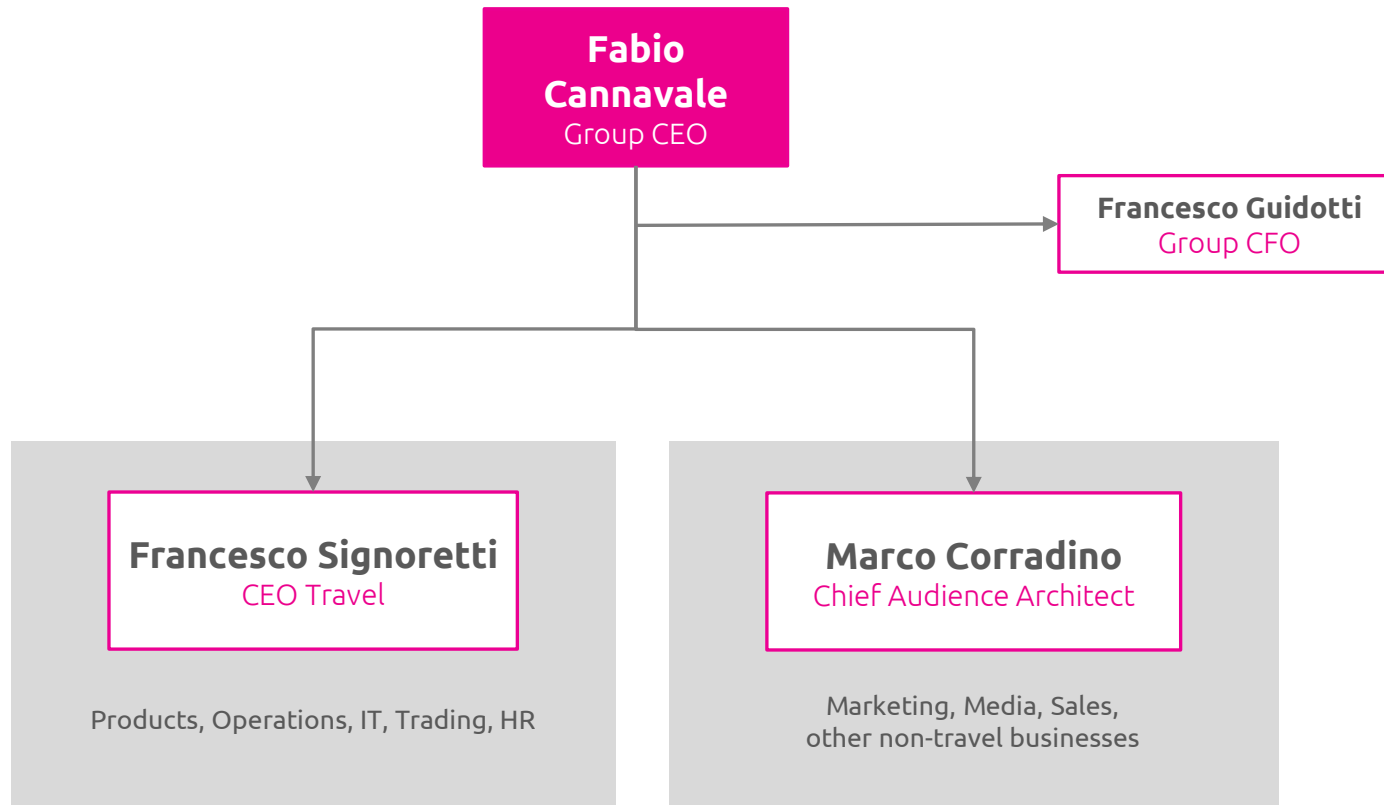


Paving the way for a new wave of growth

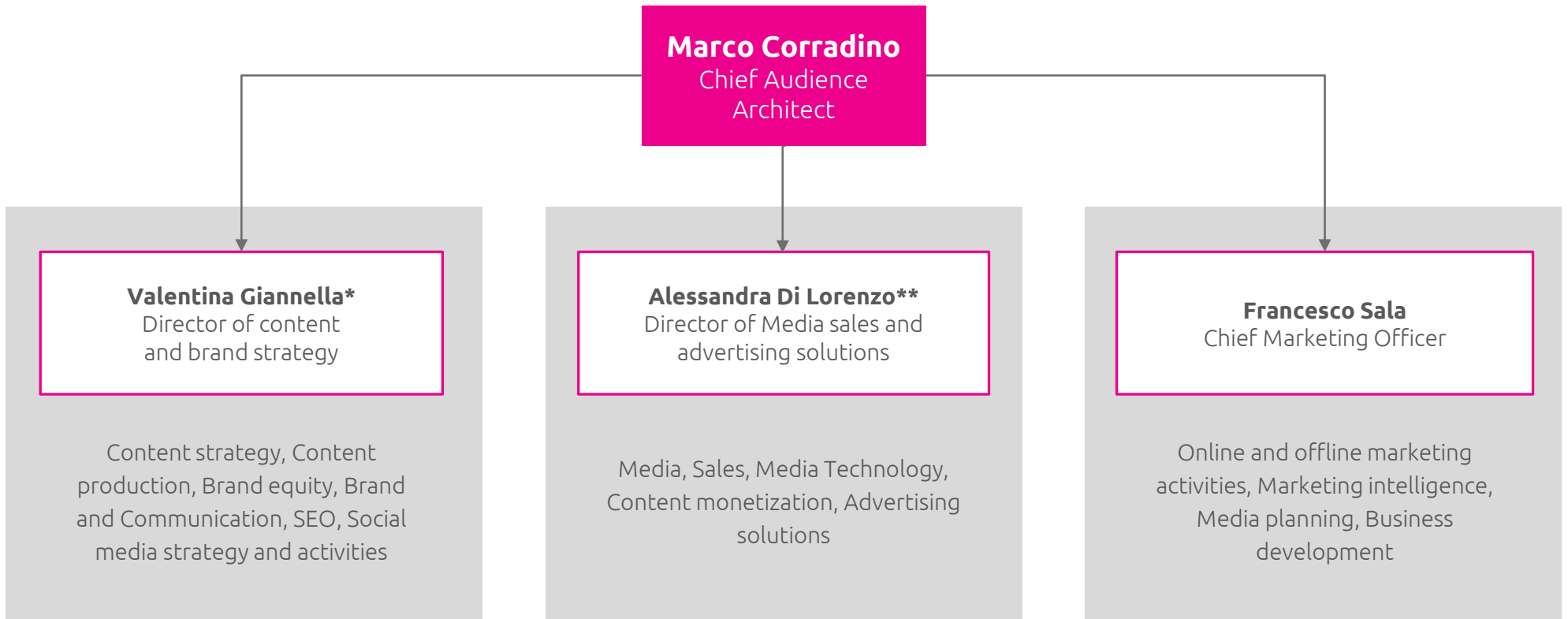
After 8 months, lastminute.com has completed its technology and processes integration and is now putting in place a reorganization to unlock its full potential and to operate with a consistent and comprehensive model.



The founders, Fabio Cannavale and Marco Corradino take key management positions within the new organization



Media is the new deal



Focus on Audience and Media makes our business more efficient and effective

Make the adv spending
more efficient



COSTS DOWN

Continue to grow
in the Travel Business



REVENUES UP

Create new business opportunities
from non-core activities



REVENUES UP



48%

In 2015 the Group is spending
around 48% of its Revenue
on Marketing*

42%

Strategic Plan points to
42% ratio in 2017

Leverage brand and key talents to create value

	OLD MEDIA	NEW MEDIA
Changing environment		
PROMOTION	High budget High quality Linear storylines	Low budget Optimized quality Non-linear storylines
DISTRIBUTION	High marketing budget Scarcity of slots No customer relationship High failure rate	Zero/low marketing budget Unlimited slots Deep customer relationship Global audiences

Our approach

- Sell AUDIENCE instead of websites > Embed our valuable info into the media sales process
- Machines vs Humans > Algorithmic approach to purchase digital advertising. Act through software as opposed to human negotiations
- Focus on holistic video content production > Publisher model to leverage new formats and scale B2B co-branding opportunities
- Continuous Marketing instead of focused campaigns > leverage a wide range of platforms and channels to distribute content everytime everywhere

Corporate Governance* aligned to support the new organization

Chairman of the Board
of Directors



Ottonel
Popesco

Non-Executive Directors



Roberto Italia



Fabio Selmoni



Minter Dial



Julia Bron

Executive Directors



Fabio Cannavale



Francesco Signoretti



Marco Corradino



Jerome Cohen Scali

Audit and Risk Committee

Chairman: Roberto Italia | Members: Julia Bron, Ottonel Popesco

SAR Committee (selection, appointment, remuneration)

Chairman: Ottonel Popesco | Members: Minter Dial, Roberto Italia

Advisory Committee

Chairman: Laurent Foata | Members: Matteo Renzulli, Matthew Crummack

Executive Management Team



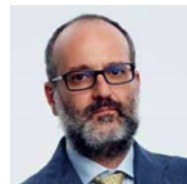
Fabio Cannavale



Francesco Signoretti



Marco Corradino



Francesco Guidotti



Andrea Bertoli



Jerome Cohen Scali



Corrado Casto



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THANKS

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