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Oggetto : The expansion to the Metaverse and NFTs  
continues - Giglio Group signs an important  
partnership with Stardust S.p.A.

*Testo del comunicato*

Vedi allegato.



## **The expansion to the Metaverse and NFTs continues Giglio Group signs an important partnership with Stardust S.p.A. the leading influencer marketing player in Italy**

**Milan, 21 January 2022** – Giglio Group S.p.A. (“Giglio Group” or the “Company”), -an e-commerce 4.0 company listed on the MTA-STAR market managed by Borsa Italiana S.p.A. (Ticker GG), signed an important agreement with Stardust S.p.A., the innovative company that managed to gain an increasingly larger market share by industrialising the influencer marketing sector. Boasting a network of more than 500 creators and talents, thanks to its connections with the leading majors and with the celebrities and sporting worlds, Stardust S.p.A. has direct access to national and international artists. The partnership is aimed at developing NFTs and Metaverse marketplaces and to create a "full-service" e-commerce system.

The new strategic partnership will focus on the development of Blockchain systems and, by taking advantage of the synergy between Giglio Group and Stardust, it will also launch an NFTs marketplace on the market in the short term, dedicated to influencers and artists who will be able to create exclusive, limited-edition collections purchasable by users and fans; some collections may receive, together with their NFT, also the physical product, whose authenticity will be represented by the relevant Blockchain system and will be the base of the platform.

The marketplace will allow the purchase of NFTs also to the less NFT-savvy users and fans thanks to an exclusive internal wallet-creation system in which they will be able to store their tokens with the chance to transfer them at any time onto an external wallet.

The marketplace will also make use of a secondary market system that will allow users and fans to resell the NFTs they own over time and from within the same platform, thus allowing the community to exchange exclusive tokens during their growth in rarity and popularity.

Following the creation of the new Giglio Meta division, dedicated to the development of NFTs- and Metaverse-related projects, Giglio Group has initiated the incorporation of Meta Revolution Srl, completely dedicated to the new business unit.

In 2021, according to Chainalysis, the global NFTs market generated transaction worth \$ 26.9 billion in cryptocurrencies.

### **Information on Giglio Group:**

*Founded by Alessandro Giglio in 2003 and listed on the STAR segment of Borsa Italiana ever since 2018, Giglio Group is the leading company for the design, creation and management of high value-added e-commerce platforms in Italy for Fashion, Design, Lifestyle and, more recently, Food and Healthcare sectors. The Company is based in Milan, but it is also present with offices in New York, Rome, Lugano and Genoa. Thanks to its remarkable expertise, Giglio Group accompanies its customers in the online distribution of their products through a unique platform, starting from the implementation of fully tailor-made and managed monobrand e-store. Moreover, the Company integrates its business with the dedicated placement on main marketplaces worldwide, ensuring the online management of both new collections and inventories stock.. The uniqueness of a “complete-supply-chain” online service thus ensures a 100% sell-through rate.*

### **For further information:**

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