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Oggetto : GIGLIO.COM: 2021 SALES MORE THAN
DOUBLED COMPARED TO 2019

Testo del comunicato

Vedi allegato.

GIGLIO.COM

PRESS RELEASE

GIGLIO.COM: 2021 SALES MORE THAN DOUBLED COMPARED TO 2019

- **41.6 million euros, sales growing by 57% compared to December 31, 2020, +114% compared to 2019**
- **+61% new customer acquisition rate compared to 2020**
- **More than 100.000 active customers over the year**
- **+131% sales in the United States**
- **+336% sales in China and +266% in Taiwan**

Palermo, January 27, 2022 - GIGLIO.COM S.p.A. ("**Company**" or "**GIGLIO.COM**"), a company operating in the online sales sector for multi-brand luxury fashion on a global scale, presents some summary indicators on 2021 sales¹ marking a growth above expectations.

GIGLIO.COM ends 2021 with €41.6 million in sales, growing by 57% compared to the previous year and more than doubled compared to 2019 (+114%), which is the pre-pandemic reporting year. At the same time, the return rate remains stable at around 10%, which is well below market benchmarks. The consolidation of marketing strategies and the development of new international markets has generated even stronger new customer acquisition (+61% compared to 2020), exceeding 100,000 active customers over the year.

International markets are the engine of growth: the United States, the second biggest market after Italy, recorded a triple-digit growth (+131%), as did China (+336%) and Taiwan (+266%). The growth recorded in the United Kingdom (+70%) was also relevant, despite Brexit, and in Asia, too, especially in South Korea and Japan, where sales recorded an excellent performance, growing by 65% and 69% respectively, as well as in the previously mentioned China and Taiwan, as a direct result of the development of a customer experience designed on the needs of Asian consumers.

An important role was also played by the Giglio-owned platform, which benefited from significant developments aimed at ensuring a best-in-class user experience, which is thus reflected in a greatly improved conversion rate compared to 2020.

¹ The sales data shown in this Press Release refer to unaudited management data and differ from that of sales Revenues since they include returns made by customers.

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In addition to the above is the optimization of the catalog with a significant expansion of the number of products offered compared to the previous year, more than doubled, thanks to a marketplace model that has nearly 200 partners and that guarantees customers access to the assortment of the most prestigious international fashion brands.

"I am very proud of the results achieved in 2021, an extraordinary year for the company's growth, confirming the effectiveness of our strategy and laying the foundations for further business consolidation and development. The synergy of our team has allowed us to improve in all areas, thanks to dedication and passion. Our Community Store continues to attract high-level partners that add value to our catalog, contributing in a decisive way to the amazing growth in international markets" - commented **Giuseppe Giglio, President and CEO of GIGLIO.COM**

"Definitely the best way to start a new year full of challenges and goals to be achieved" - concluded **Giuseppe Giglio**.

The press release is available in the Investors/Comunicatistampa section of giglio.com.

For the transmission and storage of Regulated Information, GIGLIO.COM S.p.A. makes use of the eMarket SDIR dissemination system and the eMarket STORAGE mechanism available at www.emarketstorage.com managed by Spafid Connect S.p.A., with HQ in Foro Buonaparte 10, Milan.

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GIGLIO.COM, a company operating in the online sales sector for multi-brand luxury fashion on a global scale, is a style destination that reaches its customers in over 150 countries, featuring some of the most prestigious fashion and luxury brands for women, men, and kids. The Company's business was founded in 1965 by the Giglio family, owners of high fashion boutiques in the city of Palermo, who in 1996 launched the first online fashion store in Italy, placing themselves among the pioneers of the sector in our country.

GIGLIO.COM is positioned as an international e-tailer active in the fashion & luxury sector thanks to a proprietary platform, developed and managed internally with innovative technological solutions. Today, GIGLIO.COM is a community of independent boutiques that share the same values, dedicating themselves constantly to the search for beauty and innovation and proposing collections by the most creative and iconic designers.

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