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Informazione Regolamentata n. 2116-11-2022	Data/Ora Ricezione 26 Aprile 2022 13:48:50	Euronext Growth Milan
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Societa' : GIGLIO.COM

Identificativo : 160924

Informazione
Regolamentata

Nome utilizzatore : GIGLIO.COMN01 - FAVARETTO

Tipologia : REGEM; 2.2

Data/Ora Ricezione : 26 Aprile 2022 13:48:50

Data/Ora Inizio : 26 Aprile 2022 13:48:51

Diffusione presunta

Oggetto : GIGLIO.COM: 9.7 MILLION REVENUES IN
THE FIRST QUARTER OF 2022, 40%
GROWTH COMPARED TO 2021

Testo del comunicato

Vedi allegato.

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PRESS RELEASE

GIGLIO.COM:

9.7 MILLION REVENUES IN THE FIRST QUARTER OF 2022, 40% GROWTH COMPARED TO 2021

- **Internationalization confirms to be a fundamental growth driver:**
 - Sustained GMV¹ growth in the main international markets: United States +78%, South Korea +76%, UK +81%, China +176%;
 - Release of Korean and Japanese translation with a view to further penetrate Asian markets.
- **36,600 (+36%) active clients in the first quarter and simultaneous 309€ (+4%) growth in the average expense per customer in three months, compared to the same period of the previous year.**
- **The development of the e-concession model dedicated to brands is proceeding rapidly, which in the first quarter of 2021 sees, among others, the entry of Twinset and Duvetica.**
- **The investment in the proprietary technology platform continues, with the release of new features that have greatly improved the site's conversion rate.**
- **For the fifth year, the website's presence in the FT1000 of the Financial Times (Europe's Fastest-Growing Companies), the ranking of the thousand companies with the highest growth rates in Europe, has been confirmed.**

Palermo, April 26th, 2022 – GIGLIO.COM S.p.A. ("**Company**" or "**GIGLIO.COM**"), a company active in the online sales sector for multi-brand luxury fashion on a global scale, presents some summary indicators on revenues from sales in the first quarter of 2022, with a growth that confirms the positive trend of the Company.

GIGLIO.COM closed the first quarter of 2022 with a € 9.7 million sales revenue, +40% compared to the same period of the previous year. The Company recorded almost two-thirds of the GMV abroad and continues therefore to leverage the process of internationalization of the business, confirming important progress throughout all the main international markets: United States + 78%, South Korea + 76%, UK + 81%, China + 176%. Additionally, Korean

¹ **Gross Merchandise Value:** indicates the value of the transactions carried out, not including VAT, gross of returns.

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and Japanese translations of the website were launched in the first quarter, confirming the focus on Asian markets as a cornerstone of growth and development plans. Regarding the tragic events in Ukraine, the Company did not suffer any tangible impact on its activities, given that in the period prior to the conflict the incidence of the markets involved on the GMV total was less than 1%.

Among the main growth drivers is a scalable marketing investment that has tripled in just two years, as well as a business model which, thanks to the contribution of around 200 active partners - 15 of which integrated in the last quarter - allowed the Company to double the available catalogue compared to the previous year and to count today more than 700,000 products and 650 brands. In this regard, the development of new collaborations with brands continues, in the form of e-concessions, which in the first quarter of 2021 marks, among others, the entry of Twinset and Duvetica.

Investments in the proprietary technology platform have always played a key role in GIGLIO.COM's development path, and in the last quarter they generated important developments aimed at ensuring a best-in-class user experience, which are reflected in a strongly improved conversion rate compared to the same period in 2021 (+27%) and a return rate (11%) well below market benchmarks.

Finally, the quarter was characterized by the opening of a new logistics hub in Milan, which, in the first month of activity alone, has already processed more than 20,000 orders allowing the Company to extend its logistics capacity to support its development plans.

"The solidity of our business model emerges from the positive numbers of this quarter, in a market context characterised by adverse external factors. We continue to outperform the industry, adhering to all the main pillars of our strategy: internationalization, growth of the catalogue and the Community Store, customer loyalty, and cutting-edge technology. We look forward to the rest of the year which will be strategic in our path towards market leadership"- commented **Giuseppe Giglio, President, and CEO of GIGLIO.COM.**

This press release also amends the financial calendar of corporate events for fiscal year 2022 by means of the addition set forth below:

Event	Date
Board of Directors to approve the unaudited management results for the first quarter of 2022	26th April 2022
Shareholders' Meeting to approve Financial Statements as of 31 December 2021	28th April 2022

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Board of Directors to approve the Half-year Financial Statements as of 30 June 2022	23rd September 2022
Board of Directors to approve the unaudited management results for the third quarter of 2022	26th October 2022

The press release is available in the Investors / Press release section of the GIGLIO.COM website.

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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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Fine Comunicato n.2116-11

Numero di Pagine: 5