

Bit Market Services

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Societa' : Giglio Group S.p.A.

Identificativo : 74585

Informazione
Regolamentata

Nome utilizzatore : GIGLIOE01 - Elena Gallo

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Diffusione presunta

Oggetto : Signed an annual agreement worth 599000
Euros with Kalai

Testo del comunicato

Vedi allegato.



**GIGLIO GROUP:
PRESTIGIOUS AGREEMENT WITH KALAI SRL FOR THE ACQUA AND PLAY.ME
CHANNELS**

Kalai srl chooses the Giglio Group channels to continue their expansion in Europe

Milan, 19 May 2016 – Giglio Group, the Television and global Media Network listed on the Italian Stock Exchange AIM Market, has announced to have signed an annual agreement worth 599,000 Euros with the San Marino Kalai srl (www.kalaishop.com), for commercial spaces on Acqua and Play.Me channels of the Giglio Group.

Kalai guarantees the highest quality to its clients by analyzing and selecting for purposes of offering around 100 products per day in the sectors of household, kitchen, fitness, health, beauty, and DIY. In Italy, Kalai is already working with Media Shopping and Mediaset and, as of June, will broadcast on the Acqua and Play.me channels. They are both respectively present on Ch. 65 and 68 on the DTT.

Alessandro Giglio, President and CEO of Giglio Group, has commented: "We are very pleased to have been chosen among the promoters of the Kalai expansion in Europe, where it will surely be the undisputed leader in the sector of tele-home shopping. The choice of Kalai represents also how the Italian advertising market has gained renewed interest from the large international groups and how, within this market, Giglio Group's channels set out an important and strategic showcase with which to embrace new users. "

It has become a global point of reference for digital music through the portal www.playme.tv, Play.me was the first Italian TV visible by simultaneous streaming on Facebook. Furthermore, it also broadcasts the historical Music Box channel, the only fully interactive channel that allows you to vote from home the content you wish to see immediately on air.

Acqua is the first and only free Italian theme channel on DTT dedicated to boating and water sports, as well as what is considered the real Italian thematic channel focused on the world of navigation. Since 2014, Acqua has also been broadcasting Yatch & Sail, the historical channel dedicated to boating and is a reference point for shipowners and shipyards in Italy.

Information regarding Giglio Group:

Giglio Group is a multimedia global television network set up in 2003, it has its headquarters in Rome and it is made up of **five companies**

Giglio Group SpA, The Parent Company that owns two television channels on the Italian digital terrestrial - Acqua and Play.me. It provides technology services to the Group companies and third party companies.

Nautical Channel Ltd, is the only international channel, distributed in 43 countries, 5 continents and 6 languages entirely dedicated to boating and watersports. From 1 April 2015, Nautical Channel can be viewed in HD throughout Europe and Russia

Giglio TV HK, start up created in July 2014 that manages the Group's activities in China. It is the first and only Italian television group to be present in China on all major television and web platforms with its content entirely dedicated to the Italian Lifestyle.

M-Three Satcom -Founded in 2004, and purchased by Giglio Group in September 2015, provides the high-end services and solutions for the TV-radio broadcasting sector, In particular it caters to companies with special linking needs and for the distribution of information. M-Three operates through and owned infrastructure, based on two teleports for transmissions via satellite and fibre, it provides services to several main radio and television networks in the media world.

Giglio Fashion SpA, Founded in 2011 is today the main Italian Business to Business distributor entirely specialised in on-line fashion. The new market place at a world level for Fashion. Thanks to its own sales network, it is able to reach out to the main Players of major world markets, MF Fashion supplies thirty major digital retailers globally.

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individuare = **to single out**

i questa poter favorire la forte espansione che kalai sta operando in Europa

= **to be able to work towards the strong expansion that Kalai is carrying out in Europe**

Già leader in USA = **already being leader in the US**

Fine Comunicato n.20076-32

Numero di Pagine: 4