

Bit Market Services

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Societa' : Giglio Group S.p.A.

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Diffusione presunta

Oggetto : Giglio Group is promoting the "Made in Europe" in agreement with Vietnam Television Cable Corporation

Testo del comunicato

Vedi allegato.



***GIGLIO GROUP: THE FIRST ITALIAN NETWORK TO COPRODUCE IN VIETNAM
Giglio Group is promoting the "Made in Europe" in agreement with Vietnam
Television Cable Corporation***

Milan, 29 June 2016 – Giglio Group, is a multimedia global network listed on the Mercato AIM Italian Stock Exchange, it has executed an agreement with the Vietnamese national television broadcaster *Vietnam Television Cable Corporation* for the co-production of "Made in Europe", a television programme wholly dedicated to Europe, its history, culture, fashion and art.

The programme will last 30 minutes and will be transmitted weekly from one or more television channels owned by the Vietnamese television broadcaster, being the main supplier of services of Pay TV in Vietnam. This is considered a historical agreement for an Italian Group, which for the first time is a production partner of a Vietnamese telecommunication company.

Alessandro Giglio, President of Giglio Group, informs: "with an annual growth of about 7%, Vietnam represents one of the most economical sound markets at a worldwide level. The solid presence of international platforms such as Canal+, with 800 thousand subscribers, and Endemol Shine, a television production company present in over 30 markets, demonstrates the strategic importance of this interesting country in the media sector worldwide. Our offer will entail mainly to describe the beauty of Europe, a guide to the discovery of the main capital cities in Europe, complete with pictures and services set out with great attention to every detail, following what for years we have successfully developed in China in relation to "Made in Italy".

This agreement demonstrates Giglio Group's interest for not only consolidated economies but also towards countries of great potential in the future, among which Indonesia, Malesia and Japan. Moreover it is with this spirit that in 2013, the Group became a true global network, with particular reference to Giglio TV, the only real Italian platform in China which produces and broadcasts content dedicated to "Made in Italy" and "Italian Style of life" transmitted daily on the main TV channels and web in China.

Information regarding Giglio Group:

Giglio Group is a multimedia global television network set up in 2003, with its head office in Rome and it is made up of **four companies**

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

Nautical Channel Ltd, is the only international channel, distributed in 43 countries, 5 continents and in 6 languages entirely dedicated to boating and water sports. From 1 April 2015, Nautical Channel can be viewed in HD throughout Europe and Russia. Since November 2014, Nautical Channel is totally controlled by Giglio Group

Giglio TV HK Ltd, 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, M-Three Satcom, provides 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.

Giglio Fashion SpA, Founded in 2012 with the name of MF Fashion, Giglio Fashion is today the main Italian Business to Business distributor wholly specialised in on-line fashion, the new world level market place for Fashion. Thanks to the creation of its own sales network, it is able to involve the main Players of the world market, Giglio Fashion supplies the thirty main digital retailers in the world.

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