

# Bit Market Services

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Oggetto : M-THREE SIGNS AGREEMENT WITH  
HOME SHOPPING EUROPE 24 (HSE24)  
CHANNEL

*Testo del comunicato*

Vedi allegato.



**GIGLIO GROUP:  
M-THREE SIGNS AGREEMENT WITH  
HOME SHOPPING EUROPE 24 (HSE24) CHANNEL**

***The agreement has a value of just below one million Euro and concerns the transmitting of the home shopping channel via satellite on two platforms in the standard and HD system.***

**Milan, 29 September 2016** – Giglio Group, the social e-commerce media TV company which is listed on the AIM of Borsa Italiana - the Italian Stock Exchange, has informed that its subsidiary M-Three SatCom S.p.A. (M-Three), an Italian Company which operates at the highest level of the supply of services and solutions in the broadcasting of radio and television sector, has signed an agreement with *Home Shopping Europe 24 (HSE24)* to ensure the diffusion of the channel via satellite on the two platforms, in standard and in HD.

The contract has a value of just under one million Euro and a duration of 3 years. It will be operative as of 1 October 2016 and will include the collection and diffusion of the M-Three of Milan signal from the primary teleport and the access to the Hot Bird satellite Eutelsat on the transponder 18 in DVB-S e 121 in DVB-S2, for a 100% coverage for reception in the two systems.

HSE24, the Group of reference has been operating for 15 years with success on the German market, it is a digital television channel with a national coverage (LCN 37), its programming is dedicated to lifestyle, information and shopping. The target for HSE24 is to be determining in its expansion of the Home Shopping market in Italy and to become the main and recognised principal player in terms of market share and services to clients.

M-Three, in addition to confirming the management of the SD channel, already being transmitted from its teleport in Milan, it will look after at the same time the diffusion via satellite of the two configurations SD and HD from two different platforms of Hot Bird/Eutelsat 13 Est. This is one of the main satellites dedicated to the diffusion of radio and TV content, which represents more than 180 million receptions in Europe, in addition to the extensive coverage in the Middle East and the Mediterranean basin.

Since the end of September 2016 M-Three is under 100% control by the Giglio Group, this represents a point of reference for the broadcasting sector and includes among its clients the major television and radio networks private and public, such as: RAI, Mediaset, RTL 102.5, Radio24, Viacom, QVC, Radio DeeJay, Discovery, HSE24 and many other international broadcasters.

## **M-Three Sat Com Spa information**

Founded in 2004, M-Three Satcom supplies services and solutions of the highest level for the radio and television broadcasting sector, In particular, it caters to companies with special linking needs and for the distribution of information. The range of services proposed is based on **three interdependent business units: Teleport Services**, characterized by distribution platforms in DTH on Hot Bird 13 from Rome and Milan, a number of contribution platforms on the Eutelsat satellites fleet, co-location services and fiber optic connectivity; **Outside Broadcast** for the production and live transmission of any event in the scope of news, sport or shows, based on OB Van and on DSNG SD, HD, and on innovative services via IP; **System Integration** proposes complete solutions for all the production chain in the area of broadcasting, from the planning to the turn-key system of compression and signal delivery. M-Three provides its own services to some of the main radio and television networks and actors from the world of the media, among which: RAI, Discovery, Viacom, the Mediaset Group, La7, RTL102.5, Radio DeeJay, CCTV, ESPN, Eurosport, Associated Press, NHK and many others.

## **Information regarding Giglio Group:**

**Giglio Group** is a multimedia global television network set up in 2003, with its head office in Milan and it is made up of **seven 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 45 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 2011 with the name of MF Fashion, Giglio Fashion is today the main Italian Business to Business distributor wholly specialized 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.

**Giglio USA** - established in April 2016 with headquarters in New York, it is the company that manages and monitors the Group's activities in North America, an increasingly strategic market for Giglio Group activities.

**Giglio Shanghai**- is the company that oversees the Group's activities in China, a market historically represented by the Giglio Group, as well as being one of the most strategic markets for the future.

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