

Bit Market Services

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Societa' : Giglio Group S.p.A.

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Oggetto : GIGLIO GROUP IS THE FIRST
OPERATOR IN THE WORLD IN E-
COMMERCE 4.0,HAS BEGUN ACTIVITY
FOR THE MARKET TRANSITION TO THE
STAR

Testo del comunicato

Vedi allegato.



GIGLIO GROUP IS THE FIRST OPERATOR IN THE WORLD IN E-COMMERCE 4.0, HAS BEGUN ACTIVITY FOR THE MARKET TRANSITION TO THE STAR AND PRESENTS ITS TEAM OF ADVISORS WHO WILL ACCOMPANY IT IN THE TRASLISTING

- **Giglio Group announces its advisor team for its transition procedure from the AIM to the STAR to take place within summer 2017 and today is presenting at 12.00 –during the course of the Small Cap Conference- E-Commerce 4.0**

Milan, 29 November 2016 - Giglio Group SpA, it is the first and only company listed on the e-commerce 4.0 AIM Stock Market of the Italian Stock Exchange, informs that it has defined the team of professionals that will support the Company in defining the strategic plan needed in anticipation of the transition from the AIM market to the STAR segment of the Italian Stock Exchange. The following are involved in the operation:

- Banca Finnat: Sponsor
- Studio Carnelutti: Legal Advisor
- Ernst&Young: Legal Auditor
- Mazars: Advisor Translisting
- KT&Partners: Financial Advisor for the transition to the Market
- Sempione Sim: Corporate Broker

Giglio Group has started, therefore, its corporate strategy path to carry out the transition to the main market - STAR segment- within the summer of 2017.

Giglio Group also announces that today at 12:00, at the "*Small Cap Conference*" at the Italian Stock Exchange, they will present in advance the new evolution of the second screen technology for e-commerce 4.0 developed by the **Company**. This technology, which represents the virtuous synthesis between television networks, mobile and e-commerce is enjoying its first great successes in China, Vietnam and the United States.

Alessandro Giglio, President of the Giglio Group, comments: "The new evolution of the second screen combined with e-commerce is an absolute novelty which will revolutionize customer experience and optimize the synergies between the companies of the group and will launch us on the market as a true e-commerce media company of global luxury. The project starts from the Asian and US markets to expand rapidly in the most responsive markets, including those of the Middle East and Europe. The e-commerce is going through a phase of great expansion and we are ready to grasp the enormous market potential with cutting-edge solutions, which we expect will impact very positively on our revenues as from 2017. It's a time of great development and the will to launch

ourselves towards the STAR segment, considering the results and growth of the Company in the last year, is precisely to ensure a basis of an ever more international investors and a consolidated position on the global market.

Giglio Group's new revolutionary technology for E-commerce 4.0 exceeds the limit of the web, of Social networks and TV, allowing the interaction of all digital experiences into a new and revolutionary *e-commerce customer experience* 4.0. The user, in taking a picture, with the mobile device of a product-which is then posted on a Social, seen in a magazine advertising, or broadcasted on TV or streaming- obtains in a real-time display all the details and the price of the item desired, to consequently proceed directly to the purchase.

Information concerning Giglio Group:

Giglio Group, a group founded by Alessandro Giglio in 2003 and listed on the AIM market Milan Stock Exchange since 7 August 2015, it is a social and e-commerce TV media company. The following companies are part of the Group

Giglio Group SpA, the holding company which owns two television channels on digital terrestrial Italian- Acqua and Play.me - it provides technological services to the companies of the Group and to third parties.

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 is visible in HD throughout Europe and in Russia. Since November 2014, Nautical Channel is totally controlled by the Giglio Group

Giglio TV HK Ltd, is a start-up which was founded in July 2014 that manages the Group's activities in China. It is the first and unique Italian television group to be present in Asia on all major TV platforms and web with its contents entirely dedicated to the Italian Lifestyle.

M-Three SatCom, founded in 2004, it provides services and top-level solutions for the broadcasting radio and television sector, and for companies with special requirements for connecting and the distribution of information.

Giglio Fashion SpA, is currently the largest Italian distributor Business to Business which is entirely specialized in online fashion, the new market place at a global level for Fashion. By creating its own sales network, it is able to involve the main and the major world market players, Giglio Fashion supplies thirty major 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, this market is historically represented by Giglio Group, as well as being one of the most strategic markets for the future.

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