

# Bit Market Services

Informazione Regolamentata n. 20076-74-2016	Data/Ora Ricezione 14 Dicembre 2016 08:22:27	AIM -Italia/Mercato Alternativo del Capitale
---	--	---

Societa' : Giglio Group S.p.A.

Identificativo : 82832

Informazione  
Regolamentata

Nome utilizzatore : GIGLION01 - Elena Gallo

Tipologia : AVVI 16

Data/Ora Ricezione : 14 Dicembre 2016 08:22:27

Data/Ora Inizio : 14 Dicembre 2016 08:37:28

Diffusione presunta

Oggetto : GIGLIO GROUP IS TAKING OFF WITH  
EMIRATES. Agreement with the most  
important airline company in the Middle  
East

*Testo del comunicato*

Vedi allegato.



## **GIGLIO GROUP IS TAKING OFF WITH EMIRATES**

***Agreement with the most important airline company in the Middle East.  
After TV, satellite, web, social and mobile, Giglio Group's revolutionary customer  
experience will also be enjoyed at high altitude on all the planes of  
Emirates, Royal Air Maroc and Tap Portugal.***

Milan, 14 December 2016 – **Giglio Group** (Aim Italia-Ticker **GGTV**). The first and only company in e-commerce 4.0 which has started the procedure to pass on to STAR within summer 2017. It has announced that it has signed an agreement with Emirates, the largest airline in the entire Middle East, for the broadcasting of its content on the flights of the company of the Arab Emirates of Dubai.

Nautical Channel, which is in fact, controlled by Giglio Group with 100%, will be part of the award-winning **ICE -In-Flight Entertainment System** of Emirates' offer, thanks to the agreement signed with Global Eagle Entertainment (Emirates official *Content Provider*) in that, as of 1 February 2017, the *customer experience* of those flying Emirates will be enriched by a fully dedicated lifestyle channel, regarding boating, luxury and water sports, it will be available in English, French and German.

The agreement has a duration of one year with effect from 1 February 2017 and provides that Global Eagle Entertainment (Emirates Official *Content Provider*) shall pay to Giglio Group a variable fee based on the hours of content transmitted monthly.

The strong presence of Giglio Group in Dubai, in the Arab Emirates, Oman, and in Lebanon, has given great visibility and positioning for Nautical Channel in the Middle East, where it has been present for over a year, and this has determined the interest and opportunities of the Emirates. This agreement, which has made Giglio Group be the first and only e-commerce 4.0 operator in the world with a multimedia offer and a worldwide multichannel, that after television, satellite, the web and mobile, will now have their own content accessible in the air.

**Alessandro Giglio, Giglio Group President, has commented:** *"We are proud to become part of one of the most important airlines in the world and, above all, to be chosen on the basis of the interest towards our content. With Giglio Group's channels, we are spreading the best of the Italian lifestyle and boating in the world. The Middle East has always been a very careful market and only interested in the best of the Made in Italy. The agreement with Emirates, achieved through Simona Vazzana's efforts, Giglio Group's International Business Developer, is not the first that regards airlines, since a few months now we have been transmitting also on Royal Air Maroc (through the provider InFlight Dublin) and Tap Portugal. This demonstrates how we believe in this further diversification of our offer that propels us into a dimension never reached by any other Italian television network."*

As of February 2017, therefore, all Emirates' passengers will be able to see the best of "Made in Italy", the best regattas and sailing festivals of the world, water sports par excellence, the most

beautiful tourist destinations and news from the world of sailing, lifestyle and luxury sector in general.

Emirates, owned by the Dubai government, currently has more than 3,000 weekly flights operated from the Dubai International Airport hub to 161 destinations in 6 continents and is currently at the

### **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 e-commerce company 4.0.

*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.

**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.

**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.

**Giglio Fashion SpA**, is currently one of 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.

### **Press Office:**

Spriano Communication  
Matteo Russo e Cristina Tronconi  
mob. 347/9834881  
[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com);  
[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com);

### **Nomad:**

Banca Finnat Euramerica S.p.A.  
Palazzo Altieri, Piazza del Gesù 49  
00186 Roma  
Tel.: +39 06 699331

Fine Comunicato n.20076-74

Numero di Pagine: 4