



**STRATEGIC PARTNERSHIP BETWEEN ClassHORSE.TV and GIGLIO GROUP**

**The agreement, which entails the acquisition of a 3% stake of the television channel dedicated to the world of horses, this is aimed at its international development**

Milan, 26 April 2017 – ClassHORSE.TV, the international reference channel for the world of horses, and Giglio Group (Aim Italia-Ticker GGTV), the first 4.0 e-commerce company, they have defined a strategic partnership for the international development of the television channel. Within the framework of the agreement, by Giglio Group through underwriting an increase of capital of a 3% stake in Pegaso Srl, owner of the ClassHORSE.TV television channel, for a counter value of Euro 100.000.

ClassHORSE.TV programs, the first Italian channel dedicated to the world of horses and horseback riding is the international reference point in this field, thus, it will be broadcasted and visible worldwide on channels and platforms where Giglio Group is present: this means 47 nations, 5 continents and in 6 languages, it will be distributed via satellite, mobile, web TV and on major airline companies.

The acquisition has the strategic goal of increasing the number of channels in the network and enriching the IBOX platform, the 4.0 e-commerce of the Giglio Group, in being in perfect harmony with the promotion and sale of the Luxury "Made in Italy" in the world which is the channel's target. Concerning ClassHORSE.TV, the agreement will result in exponential expansion of the international audience by strengthening the leadership of the television channel in its own reference market.

**Informationi on:**

***ClassHORSE.TV (CHTV):*** *On Air in 36 nations – Europe, Middle East and North Africa – through the SKY platform on channel 221, Tivù Sat55, Digital Terrestrial 148 for Lazio and Lombardy and the Hot Bird 13C satellite, **ClassHORSE.TV** has always been the first and only international reference channel for the equestrian world that communicates with horse-riding enthusiasts in Italy and around the world. CHTV is the leader in television production of equestrian and luxury lifestyle events: in channel programming schedule every day, the live broadcasts and the highlights of the most important competitions in jumping, dressage, attack, vaulting, western discipline and Polo, together with interviews with the greatest champions and the most influential of the world's riding personalities related to entertainment and in-depth formats.*

*In addition, ClassHORSE.TV offers a wide range of eye-catching TV programs concerning, current events, fashion and luxury, nature and other animals. The channe is present on social media - Instagram and Facebook - also broadcasts live, streaming on the site [www.classhorse.tv](http://www.classhorse.tv).*

### **Informazioni su Giglio Group:**

*Founded by Alessandro Giglio in 2003 and listed on the AIM market since 7 August 2015, Giglio Group is a 4.0 e-commerce company. The group is a leader in the field of radio and television broadcasting, it has developed cutting-edge digital solutions and represents, in online fashion, a digital market place at a global level, catering to thirty major digital retailers in the world. Giglio Group also produces multimedia content that is transmitted, through agreements with operators and in a large part through a proprietary infrastructure via fiber and satellite transmission formed by the division M-Three Satcom, in 46 nations, 5 continents and in six languages through its own television channels (Nautical Channel, Giglio TV, Acqua and PlayMe), visible on all TV devices, digital, web and mobile. In 2016, the group launched its own 4.0 e-commerce model, which is currently operating in China and the US: the users "see and buy" by clicking on their smartphone / tablet or taking a photograph of the product they are watching on television, for a revolutionary shopping experience. Giglio Group is headquartered in Milan, Rome, New York (USA Giglio) and Shanghai (Giglio Shanghai).*

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Numero di Pagine: 4