



# SPAFID CONNECT

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Diffusione presunta

Oggetto : A JOINT VENTURE BETWEEN CLASS  
EDITORS AND GIGLIO GROUP FOR  
CLASS TV MODA

*Testo del comunicato*

Vedi allegato.

The logo for Classeditori, featuring the word "Classeditori" in a stylized, cursive font with a red underline.The logo for Class TV Moda, featuring the words "Class TV Moda" in a stylized font with a red underline.The logo for Giglio Group S.p.A., consisting of a black rectangle with "GIGLIO" in white at the top and "G R O U P S.p.A." in white at the bottom.

## **A JOINT VENTURE BETWEEN CLASS EDITORS AND GIGLIO GROUP FOR CLASS TV MODA**

**The transaction, which entails the acquisition of 50% of Class TV Moda Holding Srl by Giglio Group, is aimed at the expansion of its television network on a global level, which will integrate and enrich new content on the IBOX platform, e- Commerce 4.0 of Giglio Group**

**Thus, making Class TV Fashion ever more international**

Milan, 26 April 2017 – Class Editori and Giglio Group (Aim Italia – Ticker GGTV), the first e-commerce 4.0 company, between them, they have formed an equal share joint venture with **Class TV Moda Holding srl**, which holds 50% of Class TV Moda.

The joint venture, for Giglio Group, has the strategic aim to increase the number of channels of its network, currently being distributed in 47 nations, 5 continents and in 6 languages, on satellite, mobile, web TV and on airline companies, and to enrich further the IBOX platform, the 4.0 e-commerce of Giglio Group, this is the channel's target which is in perfect harmony with the promotion and sale of the "Made in Italy" luxury brands in the world. With this agreement, Class TV Fashion will expand its international presence by increasing its audience and strengthening its leadership in the market.

**Paolo Panerai, Editor in Chief e CEO** of Class Editori, has stated: "The operation represents a further testimony to the validity of the content being broadcasted by Class TV Moda, which is the undisputed star of fashion on television, not just in Italy. The possibility of an international distribution thanks to the Giglio Group will result in significant audience expansion in important markets and places that will strengthen the bond with people who are the target of reference for Class TV Moda. This is beneficial for all companies that choose to promote and communicate with the public representing their own interest."

**Alessandro Giglio, President of Giglio Group, has commented:** "I am particularly happy to be able to collaborate with such a prestigious company as Class Editori and I am sure that the best synergies between these publishing groups will be realized right away. Our main goal is to contribute to world-wide distribution of prestigious content such as Class TV Fashion, with particular focus on the United States, China, the Middle East and North Europe, in perfect convergence with our industrial plan and the 4.0 e-commerce named ibox, also in view of our wished and imminent move to the Star Market Segment of Borsa Italiana ".

### **Informationi on:**

**Class TV Moda** – is the first Italian TV channel that combines fashion, luxury and entertainment, and is devoted entirely to the world of fashion and its protagonists, with 24 hour programming, rich in international events, fashion shows and exclusive interviews with fashion designers and celebrities. Launched in 2007, it broadcasts via satellite in free-to-air mode on SKY channel 180 and in the United States it broadcasts on The Beach Channel - Atlantic Broadband, and Channel 5 of Miami.

### **Information on 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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