



SPAFID CONNECT

Informazione Regolamentata n. 20076-45-2017	Data/Ora Ricezione 29 Maggio 2017 08:13:44	AIM -Italia/Mercato Alternativo del Capitale
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Societa' : Giglio Group S.p.A.

Identificativo : 90141

Informazione
Regolamentata

Nome utilizzatore : GIGLION01 - Elena Gallo

Tipologia : REGEM

Data/Ora Ricezione : 29 Maggio 2017 08:13:44

Data/Ora Inizio : 29 Maggio 2017 08:30:09

Diffusione presunta

Oggetto : PARTNERSHIP FOR CREATION AND
DISTRIBUTION OF GAMBERO ROSSO'S
INTERNATIONAL TV CHANNEL WITH
GIGLIO GROUP

Testo del comunicato

Vedi allegato.

PARTNERSHIP FOR CREATION AND DISTRIBUTION OF GAMBERO ROSSO'S INTERNATIONAL TV CHANNEL WITH GIGLIO GROUP

Agreement covers setting up of Gambero Rosso's English language channel as part of television network's worldwide expansion, adding new content to Giglio Group's IBOX platform and building Gambero Rosso's leadership on a global scale.

Milan, May 29, 2017 - Gambero Rosso (**Aim Italia-Ticker GAMB**), Wine, Travel & Food sector leader, announces an agreement with Giglio Group (**Aim Italia-Ticker GGTV**), the leading e-commerce 4.0 company, for the creation and global distribution of the new international Gambero Rosso channel.

For the Giglio Group, the joint venture strategically increases the number of network channels, currently distributed in 55 countries, 5 continents and in 6 languages, on satellite, mobile, web TV and airlines and adds additional content to the Giglio Group IBOX platform through a perfect target channel as promoting and selling luxury "Made in Italy" products across the world. Gambero Rosso, with this agreement, will broaden its international reach, boosting its audience and bolstering its market leadership.

Gambero Rosso has a presence on the Chinese state CCTV channels with Giglio Group and in Switzerland with Teleticino. Currently, it is involved in promotion and education on 5 continents. B2B events over the years have enabled highly-eminent Italian wine producers and progressively those involved in food to get to know markets, select importers and build sales and margins.

Alessandro Giglio – Chairman of Giglio Group - stated: "The creation of a targeted platform hosting the best that Italy has to offer across the world continues at a sustained pace. After recent agreements for the broadcast of ClassTv Moda and Class Horse.Tv, we add a further aspect of Made in Italy excellence in terms of food, doing so with one of the most respected brands on the market and the Italian leader - since 1999 - dedicating a television channel to top-quality food and promotion of the regions. The first step of the agreement covers the creation and distribution of the new channel, beginning from the platforms on which we already have a presence internationally, although with the readiness also to tap into further strategic opportunities in terms of quality and broadcast capacity".

Paolo Cuccia - Chairman and CEO of Gambero Rosso - stated: “The development of our multimedia and multichannel platform serving the best of Made in Italy across the world is progressing well. With Giglio Group, we add an additional aspect to Gambero Rosso’s consolidated leadership internationally. The first step of the agreement is the creation and distribution of the new channel in English, with subsequently - as has been the case for our guides translated and published in other languages - a focus on the major countries in their languages.”.

Information on Giglio Group:

Founded by Alessandro Giglio in 2003 and listed on the AIM market since 7 August 2015, Giglio Group is an e-commerce 4.0 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 55 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 e-commerce 4.0 model, which is currently operating in China and the USA: 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 (Giglio USA) and Shanghai (Giglio Shanghai). In 2017, Giglio Group acquired 100% of Evolve, making it one of the most important e-commerce b2c companies focused on fashion, beauty and design sectors.

Information on Gambero Rosso

***Gambero Rosso** is the leading wine travel food Promotion and Education Group and a standard bearer for top quality Made in Italy products. It offers a complete range of content and integrated services for the agriculture, agro-food, catering and Italian hospitality sector which has seen major success and represents an expanding section of the Italian economy. Gambero Rosso, which in 2016 celebrated thirty years of operations, is unique as a multimedia and multichannel operator within the sector, reaching all Italian consumers and also the trade segment both in Italy and across the world through magazines, books, guides, a television channel, events and web and mobile. In terms of education, it presents the broadest professional training platform available, currently comprising 6 units in Italian Universities and in Academies in the major overseas countries. Gambero Rosso offers Italian producers a wide range of B2B promotional events to support their ongoing international development.*

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Fine Comunicato n.20076-45

Numero di Pagine: 5