



# SPAFID CONNECT

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*Testo del comunicato*

Vedi allegato.



## **GIGLIO GROUP: MAJOR AGREEMENT SIGNED WITH SECOO, CHINA'S LEADING LUXURY GOODS ONLINE SHOPPING PLATFORM**

***With Amazon and Secoo, Giglio Group becomes a global e-commerce player.***

Milan, June 19, 2017 – [Giglio Group](#) (Aim Italia-Ticker **GGTV**), the leading e-commerce 4.0 enterprise, announces the signing of a major agreement with Secoo, the leading luxury e-commerce platform in China. With this major annually renewable strategic-commercial agreement, Giglio Group, through its fashion division, can market the clothing and accessories of top Italian luxury fashion brands on Secoo.com and all related social channels and apps. This is facilitated by Giglio Group's marrying of media, e-commerce and social media as part of its e-commerce 4.0 strategy for a unique user buying experience.

Secoo is the Chinese luxury e-commerce leader with 10 million active users, providing consumers with a global online shopping experience through its e-commerce platform, the mobile app, the social networks and clubs located in Beijing, Shanghai, Chengdu, Hong Kong, New York and Tokyo. Secoo guarantees the very highest level of services and added value, including the confirmation of the authenticity of luxury products by a team of experts. In the latest rankings of the leading 100 Chinese IT enterprises, Secoo leads the luxury sector.

**Alessandro Giglio, Chairman of Giglio Group, stated:** *"Following the recent agreement with Amazon, Giglio Group continues to pursue growth based on its e-commerce 4.0 model, through a strategic agreement which will considerably boost our business and revenues. Secoo is an undisputed luxury segment top player and therefore is the ideal channel to promote "Made in Italy" in China, where the Giglio Group is a go-to solution for top Italian brands due to its presence on all the main TV, mobile and digital platforms. Considering its presence on Amazon for the Western hemisphere and now on Secoo.com for the Eastern hemisphere, the Group has become a top level global e-commerce player".*

### **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.*

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