



# SPAFID CONNECT

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*Testo del comunicato*

Vedi allegato.



**GIGLIO GROUP: AGREEMENT WITH “MEDIA NUSANTARA CITRA”, THE BIGGEST MEDIA COMPANY IN SOUTH ASIA**

***Giglio Group enter, by partnering with the leader, in Indonesia, a digital and e-commerce frontier, in push to significantly boost Asian business***

Milan, August 29, 2017 - [Giglio Group](#) (Aim Italia-Ticker GGTV), a leading e-commerce 4.0 company, listed on the Italian Stock Exchange’s AIM market, announces the signing of an agreement with the [PT Media Nusantara Citra Tbk](#) Group, the leading Pay TV services provider in Indonesia, for the co-production of a series of “Fashion&Style” television content for the main Indonesian TV channels. The three-year agreement stipulates an equal distribution of advertising and rights revenues, while Giglio Group will receive the entirety of e-commerce revenues.

**Alessandro Giglio, Chairman of Giglio Group, stated:** “With a population of approx. 256 million, 50% of whom under 30, Indonesia is among the most interesting emerging economies for e-commerce as presenting strong growth levels due to significant consumer spending. Media Nusantara Citra is the biggest and most integrated multi-media group in South-East Asia. This agreement is therefore of major strategic value and provides a unique opportunity to offer the leading “Made in Italy” brands a platform in Indonesia”.

With this operation, Giglio Group establishes a central foothold in a country considered a digital and e-commerce frontier, rolling out further its global plan which in the short-term will significantly boost Asian business and initiating a new multi-media convergence on the strategic Indonesian market.

Founded in 1997 and listed on the Indonesian Stock Exchange since 2007, *PT Media Nusantara Citra Tbk* is the biggest media company in South-east Asia, with the largest share of the Free-to-Air market and 18 in-house production Pay TV channels.

## **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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