



# SPAFID CONNECT

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Amazon for Greater China

*Testo del comunicato*

Vedi allegato.



## ***GIGLIO GROUP: AGREEMENTS SIGNED WITH AMAZON CHINA AND AMAZON HONG KONG FOR THE DISTRIBUTION OF “MADE IN ITALY” IN GREATER CHINA***

***Giglio Group strengthens its collaboration with Amazon and becomes a global partner, in addition to a leading online distributor of “Made in Italy” in China***

Milan, October 3, 2017 – [Giglio Group](#) (Aim Italia-Ticker GGTV), the leading e-commerce 4.0 enterprise and listed on Borsa Italiana’s AIM Market, announces the conclusion of two major agreements with Amazon China and Amazon Hong Kong for the e-commerce distribution of Italian brands in Greater China (China and the administrative territories of the Chinese Republic).

The agreements between Giglio Group and Amazon are open-ended and are of strategic value as allowing the Group, through its fashion division, to offer and sell the clothing and accessories of some of the best-known Italian luxury brands in Greater China.

Leveraging on Giglio Group’s established structure in China and the Group’s TV, web and social marketing operations, leading brands will have the opportunity to enter one of the most important, extensive and sophisticated e-commerce markets in the world, benefitting from the major “targeted” traffic on the Amazon marketplace and significantly saving on initial investment costs.

Just a few weeks from the launch of the collaboration with Secoo and with Mei, the two main luxury e-commerce platforms in China, Giglio Group further strengthens its leadership on the Chinese market, which is among the biggest for online shopping in terms of users and spending power. According to the latest market analyses, Chinese e-commerce sales have exceeded USD 700 billion and are expected to hit Euro 1,000 billion in 2018. In addition, 30% of luxury consumption is in China, where 49% of luxury goods are bought online\*<sup>1</sup>. Amazon China, in particular, launched its operations in China acquiring the joyo.com marketplace and in Q1 2017 increased its number of transactions 11-fold on Q1 2015, selling over 17,000,000 products\*<sup>2</sup>

With the signing of the two agreements, Giglio Group consolidates its exclusive digital enabler role on the Chinese market for fashion brands and strengthens its collaboration with Amazon, becoming a global partner. Giglio Group on May 23 last was also the only Italian producer to be broadcast on Amazon Channels, the Amazon.com television platform with a top level global channel and content offer.

\*1 source: European Union e-commerce agency

\*2 <https://www.skubana.com/amazon-china-re-entry/>

**Alessandro Giglio, Chairman of Giglio Group, states:** *“In just a few months we have concluded three major contracts which positions us centrally in the Chinese e-commerce sector. We are satisfied that the collaboration with Amazon, of major commercial and strategic value, is developing towards a global level partnership. After Secoo and MEI.com, with Amazon we are establishing market positioning in a highly attractive country for “Made in Italy”. One of the major future trends will be the growth European sales in China, which are already highly significant, while Giglio Group is positioning itself centrally to benefit immediately from returns both in terms of business, and revenues, maintaining true to our key objective: promoting and selling Made in Italy across the world on our TV channels, digitally, online, through the social channels and on the web. Our strategic focus is to offer our services in an integrated and organised manner on the major global marketplaces, which is a distinctive feature of our Group and a major asset. Also thanks to these new agreements, we forecast for 2018 double-digit growth on this market both in revenues and earnings terms”.*

The two agreements are part of the international expansion and e-commerce 4.0 strategy of Giglio Group globally: based on good service integration progress in Europe, the agreements in China and shortly also arrival in North America, where in recent months the Group signed a framework agreement with Century 21, Nordstrom Rack, Neiman Marcus and Saks 5th Avenue.

### **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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