



SPAFID CONNECT

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***GIGLIO GROUP LAUNCHES IBOX MARKETPLACE,
THE INNOVATIVE PROPRIETARY GLOBAL PLATFORM SPEEDING UP ONLINE
SALES BY SIMULTANEOUSLY CONNECTING WITH THE WORLD'S 40 LARGEST
MARKETPLACES***

Milan, November 27, 2017 – Giglio Group, an ecommerce 4.0 company listed on the AIM market of the Italian Stock Exchange, announces the launch of iBox Marketplace, a multi-brand global platform which supports the traditional ecommerce model of a business with a structured online sales system simultaneously connecting with the world's main marketplaces.

Giglio Group has in fact developed an innovate business channel through an exclusive technology which simultaneously connects with over 40 market places globally (from America to China) and covers, through a logistics structure comprising 3 main hubs in Italy, USA and China in the free trade zone, all of the main online marketplaces - therefore significantly reducing the shipping time.

“The developed model” **stated Alessandro Santamaria, Digital and Strategic Managing Director of the Group** “was designed to easily integrate with any existing business structure and technology and supports medium and large businesses in driving digital sales across the world. The system allows to consolidate the current online markets of brands with an ecommerce site and permits immediate entry into new markets, without technological development, digital marketing and overhead costs. Following an initial assessment of the various global platforms to analyse the existence of products not directly controlled by the business and the relative pricing, an appropriate distribution and online presence strategy is developed and, based on positioning and the target market, the product is sold using geopricing on the best online platforms for the identified markets”.

Alessandro Giglio, Chairman of Giglio Group stated: “Our operations over recent months have focused on concluding major agreements with the 40 largest marketplaces globally. Today, with the launch of the iBox platform, its extraordinary strategic value is apparent to all, as are the significant results which will be delivered in 2016 thanks to our innovative technology. iBox in fact allows businesses to immediately extend their online sales and test limited edition products on certain markets”.

The platform, launched today, will gradually be added to all the 40 main global marketplaces and is expected to be fully operational by June 2018.

Informazioni su Giglio Group:

Fondata da Alessandro Giglio nel 2003 e quotata in Borsa sul mercato AIM dal 7 agosto 2015, Giglio Group è una società e-commerce 4.0 rivolta principalmente ai Millennials. Il gruppo è leader nel settore del broadcast radio televisivo, ha sviluppato soluzioni digitali all'avanguardia e rappresenta, nel fashion online, un market place digitale a livello globale, approvvigionando i quaranta principali digital retailer del mondo. Giglio Group produce, inoltre, contenuti multimediali che vengono trasmessi, attraverso accordi con operatori e in larga parte attraverso una infrastruttura proprietaria di trasmissioni via fibra e satellite costituita dalla divisione M-Three Satcom, in 46 paesi, 5 continenti ed in sei lingue attraverso i propri canali televisivi (Nautical Channel, Giglio TV, Acqua e Playme), visibili su tutti i dispositivi televisivi, digitali, web e mobile. Nel 2016 il Gruppo sta lanciando il proprio modello di e-commerce 4.0: l'utente "vede e compra" cliccando sul proprio smartphone/tablet o scattando una fotografia del prodotto che sta guardando in tv, per una rivoluzionaria esperienza d'acquisto. Giglio Group ha sede a Milano, Roma, New York (Giglio USA) e Shanghai (Giglio Shanghai).

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