



# SPAFID CONNECT

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## **GIGLIO GROUP: PARTNERSHIP REACHED WITH ORACLE AND SOPRA STERIA TO CREATE CUTTING-EDGE FASHION E-COMMERCE SOLUTIONS**

***The cloud platform of Oracle Commerce and the development of Sopra Steria integrated technology - together with the digital expertise and track record of Giglio Group - will combine to create a leading e-commerce system in the luxury fashion segment***

Milan, July 4th, 2018 – **Giglio Group S.p.A. (Ticker GGTV) (“Giglio Group” or the “Company”)** – the leading e-commerce 4.0 company listed on the STAR market - announces the commercial joint venture with two of the world’s leading technology and digital transformation players: Oracle Italia and Sopra Steria. The commercial alliance agreed between Oracle and Sopra Steria paves the way for Giglio Group’s entry into the e-commerce luxury fashion segment with one of the world’s highest performing systems.

Oracle is in fact the undisputed leader in the development of innovative e-commerce technological solutions, while Sopra Steria is the leading integrator of digital technologies in Europe and an e-commerce luxury fashion segment leader. All the e-commerce Fashion brands managed by Giglio Group’s Digital Division shall be developed on the Oracle Cloud platform and handled technologically by Sopra Steria. The goal is to release very high-level e-commerce projects within very competitive development timeframes, significantly boosting the online release speeds of products and consequently, of the sales process.

*“With this operation”, stated Alessandro Santamaria, Giglio Group Digital Managing Director “we consolidate our position as a luxury fashion digital enabler, already having a structured and effective e-commerce system designed to launch online sales for any brand in a quick timeframe across the world, both through the development of its e-commerce website localised for the target market and through the creation of “shop in shops” of the Brand on the main online marketplaces, thanks also to an efficient technological and stock management process, centralised on a single platform. All integrated with the Group’s global media channels, allowing the user to purchase the product viewed on TV or mobile in real time - through a simple click”.*

**Alessandro Giglio, Chairman and CEO of Giglio Group, states:** *“We have come together with the market leaders to offer fashion brands a unique and ultracompetitive service. We couple Giglio Group’s major e-commerce and digital expertise with the best technology available thanks to the Oracle Cloud platform and the modular and scalable solutions of Sopra Steria, thereby becoming a go-to e-commerce solution for fashion brands. The integration of speed, expertise and capacity allows us in fact to significantly improve the management of our e-commerce services for luxury brands and to operate extremely quickly across the world”.*

*"Giglio Group is one of the leading companies in the new generation of e-commerce and to be chosen as a partner for such an ambitious project represents for us a source of pride and, at the same time, a recognition of our solid experience in the field of digital transformation projects", says **Fabio Arrigoni, Head of Industry and Services Division of Sopra Steria Group Italia**. "With Giglio Group, we share the constant ability to "interpret change" and ride it with the strength of quality and with a distinctive service. A strong approach to continuous experimentation and innovative projects based on SaaS (Software as a Service) technology: elements that are the basis of our success"*

*"Giglio Group is an important player in the luxury fashion sector with an innovative and successful business model, in a highly dynamic sector", underlines **Gianfranco Caimi, Sales Director of Oracle Italia**. "We are happy to work with Giglio Group and Sopra Steria to implement the best SaaS solutions. We guarantee continuous innovation and support digital transformation processes in a highly competitive market".*

Oracle is a Cloud Company that provides firms with the tools to address the digital transformation process. The Oracle Cloud offers services at 360 degrees: from the computing capacity (Infrastructure As A Service - IaaS) to the platform services that integrate, develop and extend applications (Platform As A Service - PaaS) for the various business processes and the core process of Industry (Software As A Service - SaaS) for Modern Finance, Supply Chain, Human Resources Management and Customer eXperience. With 430,000 customers in 175 countries, Oracle has been present in Italy since 1993 with head offices in Milan and Rome and with branches in Turin, Padua and Bologna. The company's ability to innovate is evidenced by the ownership of over 17,000 patents.

Sopra Steria, European digital transformation leader, proposes the most complete range of end-to-end services on the market: consultancy, systems integration, software development, infrastructure management and business process services. Combining innovation, added value and high quality and performing services, Sopra Steria helps its customers make the best possible use of digital technology. Boasting 40,000 employees in more than 20 countries, the Sopra Steria Group in 2016 delivered revenues of Euro 3.7 billion.

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## **Information on Giglio Group**

*Founded by Alessandro Giglio in 2003 and listed on MTA- STAR market, Giglio Group is an e-commerce 4.0 company addressing mainly millennial consumers. 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 92 nations, 5 continents and in six languages through its own television channels 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).*

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