



IBOX DIGITAL (GIGLIO GROUP) LAUNCHES THREE NEW E-COMMERCE PROJECTS: AGREEMENT WITH “THE BLONDE SALAD” OF CHIARA FERRAGNI FOR THE OPERATION AND DEVELOPMENT OF THE LEADING FASHION LIFESTYLE PORTAL

Projects to be launched also with the Tosca Blu and Bomberg brands, confirming Giglio Group as a luxury fashion e-commerce leader

Milan, September 13, 2018 – **Giglio Group (Ticker GGTV)** (“the company” or “the Group”) – the leading e-commerce 4.0 platform listed on the STAR market - announces that its subsidiary Ibox Digital, the leading developer of fashion sector digital projects, has concluded an agreement with “**The Blonde Salad**”, the lifestyle platform founded by Chiara Ferragni in 2009 and a key point of reference for the fashion world.

Under this agreement, Ibox Digital will develop and operate worldwide the “The Blonde Salad” e-commerce portal - from devising the digital strategy to final delivery to the user, making available its ultra-evolved structured e-commerce model which boosts online sales.

The Blonde Salad, initially created as a fashion blog, has now become one of the best-known digital platforms, offering a 360 degrees lifestyle experience, a true point of reference which creates and circulates daily content which inspires users, inviting them to take part in a collective fashion conversation.

Alessandro Giglio, President and Chairman of Giglio Group, commented: “*We are delighted to announce 3 major partnerships; the first of a series to be announced over the coming weeks, in execution of the growth plan put in place and which we can confirm with conviction. These operations are indicative of the Group's significant growth*”.

Alessandro Santamaria, Managing Director Digital and Fashion of Giglio Group, stated: “*We are greatly satisfied with this major partnership agreement. For us, supporting the further global online growth of The Blonde Salad is a major challenge which we undertake with the certainty that we can succeed*”.

Chiara Ferragni, CEO of The Blond Salad crew, commented: “*We are happy with this new growth path for The Blonde Salad. In the last year the changes to the digital, product and image strategy have driven sales and user numbers and we therefore now need a partner capable of supporting our growth*”.

Also in September, Ibox Digital will launch an additional two projects for the development of e-commerce portals for two renowned brands, **Tosca Blu**, an exclusive leather accessories brand created in Bergamo in 1998 from the experience of Giacomo Ronzoni, and **Bomberg**, a Swiss company founded in 2012 which creates highly-recognisable and unconventional watches. For both brands, Ibox Digital will develop a customised e-commerce platform based on the characteristics of its targets and the markets to be reached.

The e-commerce portals of “The Blonde Salad” and “Tosca Blu”, in particular, will be developed on the Oracle Cloud application platform for multichannel e-commerce operation (Commerce Cloud, Multichannel Order Management Cloud and PaaS) and technologically by Sopra Steria, an operator with whom Giglio Group last July signed a commercial joint venture to provide one of the best performing luxury fashion e-commerce systems.

The agreement signed confirms the recognition and the performance of Giglio Group in the luxury fashion e-commerce segment, as bringing together high performing technology with extensive strategic know-how in developing customised projects to achieve brand objectives.

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).

CONTACTS

Press Office:

Spriano Communication&Partners
Matteo Russo and Cristina Tronconi
Tel. 02 83635708 mob. 347/9834881
mrusso@sprianocommunication.com
ctronconi@sprianocommunication.com

Investor Relations:

Francesca Cocco
ir@giglio.org
(+39)0283974207

Fine Comunicato n.20076-67

Numero di Pagine: 4