



GIGLIO GROUP PRESENTS THE STRATEGIC GUIDELINES OF ITS NEW INDUSTRIAL PLAN

THE GROUP FOCUSES ON E-COMMERCE 4.0, BETS ON CHINA AND SIGNS 12 NEW AGREEMENTS WITH FAMOUS ITALIAN BRANDS.

Milan, 5 February 2018 - Giglio Group S.p.A. (Ticker GGTV) (“Giglio Group” or the “Company”) – the leading e-commerce 4.0 platform listed on the MTA-STAR market ever since 20 March 2018 – presents its strategic business guidelines approved by the Board of Directors that anticipate the industrial plan, to be approved in March.

Over the years, Giglio Group fine-tuned its business model, evolving from a Media company to a Digital one, thus defining the e-commerce 4.0 concept (a “complete supply chain” one) through its divisions IBox Digital and IBox Distribution that, as of today, can count on 12 new signed agreements and 34 in the final stages of negotiation, which add up to the 70 brands already in its portfolio. The Group’s e-commerce 4.0 was developed throughout 2018 thanks to strategic agreements signed with two major operators of e-commerce technology such as Oracle and Sopra Steria, focusing solely on areas instrumental to the promotion of online sales as far as media are concerned.

Alessandro Giglio, Chairman of Giglio Group, declares: *“We are sure that our e-commerce 4.0 model is the future and we have worked all these years not only to evolve it technologically, but also to make it unique worldwide. Brands that rely on us, today, can be connected with all major online sales platforms of the world, strategically serving their own target and sales objectives. Ever since 2010, the e-commerce market has been growing constantly of at least 6% on an annual basis and shall grow even faster in the following years. We firmly believe that we chose the right business path at the right time, obtaining competitive advantages and significant revenues as a Group”.*

Today, Giglio Group is a **“Worldwide Digital Enabler”** providing tailor-made B2B and B2C services in the fashion sector, with more than 70 partner brands who benefit from integrated services such as the creation of e-commerce platforms, the connection of said partners with major worldwide lifestyle marketplaces and online stock management, as well as 280 million pages viewed and 45 million annual web sessions.

STRATEGIC GUIDELINES

In order to continue growing, Giglio Group is aiming at strengthening IBox and becoming the reference partner of Italian lifestyle brands as far as online business is concerned (Fashion, Design and Beauty).

New Partnerships With the Most Prestigious Marketplaces of the World

In order to strengthen even further the B2B business area dedicated to managing the online sale of *on-season* and *off-season* collections through the showcases of the world's most important digital retailers, Giglio Group wishes to further enrich the number of collaborations with fashion and lifestyle platforms on an international level.

Currently, IBox Distribution is distributing **46 brands through 78 marketplaces worldwide** and by the end of 2019, it expects to sign new agreements with other online platforms, in order to both consolidate the markets where it already operates (such as USA, Russia, China and Australia) and expand in emerging markets such as Latin America, India, UAE and Canada.

Speaking of the **Arab Emirates**, the Group – which operates as a single player in this segment of the market – recently signed a **new agreement** with the reference marketplace **Souq.com**.

Brands' New Opportunities on the Chinese Market

Giglio Group has been investing strategically for some time on the Chinese market, capable of producing **about 83% of global e-commerce sales** on its own, thus obtaining a widespread presence on the Country's main digital platforms.

The **goal** over the coming **5 years** in China is to expand both as far as **new brands** are concerned (which should sum up to **about 50** new agreements) and as far **marketplaces' number**. The combined effect of the expected brand portfolio's and Chinese marketplace partnerships' growth makes concrete the forecast to turn the Group's presence in the Chinese market into about 30% of the Company's total turnover over the coming 5 years.

Thanks to its significant expertise in the Country, Giglio Group ensures that its brands shall encounter rapid online sales from the get-go. Moreover, through the development of an **e-commerce website** for the Chinese market and the creation of a "**Shop in Shop**" for the Brand on all main marketplaces, both full-price and off-price, the Company ensures an acceleration of **visibility** acquisition on the Chinese market. Thanks to its own media properties (TV and Digital) developing more than 180 million contacts per year – and together with the **T-commerce** on **WeChat** – Giglio Group created and launched an innovative business model that integrates e-commerce and social media, capable of immediately transforming into a purchase the video contents broadcasted online and on the phone.

Today the Group – thanks also to its **ICP license, which allows it to directly operate B2C in China** and to its local team that coordinate the whole e-commerce supply chain, from strategy to digital marketing to customer service, using a logistic hub in Shanghai's free trade zone – **ensures e-commerce sales in China for any Brand with optimized set-up costs and a rapid time to market**.

Hence, Giglio Group boosts its growth and consolidates its leadership position in the world e-commerce scenario, being the only Company capable of offering a complete online distribution solution to Fashion brands.

Alessandro Santamaria, Digital & Strategy Managing Director of Giglio Group, comments:

"Thanks to the preparatory work of the previous months, we are competitive in terms of people, technologies, strategies and markets. We are ready to support each and every brand with a tailored and complete service of online distribution, thanks to a complete supply chain starting from the e-commerce website of the brand, moving to on-season distribution, e-tailers and international marketplaces and leading up to online stock management. This allows us to offer a

100% sell-through rate to our partners, thanks also to our significant expertise in terms of strategies and planning”.

Information on Giglio Group:

Founded by Alessandro Giglio in 2003 and listed on MTA-STAR market, Giglio Group is a “Worldwide Digital Enabler”. With headquarters in Milan, New York, Shanghai, Hong Kong, Rome, Lugano and Genoa, it offers tailor-made B2B and B2C services through its own IBox Distribution and IBox Digital business lines. Thanks to its significant expertise, Giglio Group ensures to its clients the online sale of their products through a platform that, starting from the implementation and management of monobrand e-stores, is capable of offering a dedicated placement on full-price and off-price marketplaces and, as far as the Chinese market is concerned, of boosting online sales through the support of its own media properties (TV and Digital).

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