



# SPAFID CONNECT

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Diffusione presunta

Oggetto : Triboo: Sales growth on worldwide online stores managed by the Group in the first weeks of summer sales

*Testo del comunicato*

Vedi allegato.

## Triboo:

### Sales growth on worldwide online stores managed by the Group in the first weeks of summer sales

- **Sales (“GMV”) have increased by +46%, with an average price order growth of +16%, compared to the same period in 2018**
- **Results confirm Triboo’s capability to offer 360° support to its partners in their online sales activities**
- **The online Triboo stores have received orders from all over the world**

Milan, 11 July 2019

Triboo – Group operating in the E-Commerce & digital Advertising sector, listed on the MTA market of the Italian Stock Exchange - begins the seasons of summer sales with positive results. Starting from 20 May, the stores managed by the Group, on a global level, have registered an increase in sales (Gross Merchandise Value) by +46%, compared to the same period in 2018, with an average price order increasing by +16%.

*“The results achieved during the first weeks of sales of this season confirm Triboo’s capability to support its partners, thanks to our consolidated know-how and to an extremely efficient execution” - says **Manuela Figini, E-Commerce Director of the Group** - “The brands who rely on Triboo can count on cutting-edge technological platforms, an integrated service network, continuous innovation of the offer, as well as a logistics infrastructure further strengthened by a recent strategic partnership with Arvato Italia (Bertelsmann Group)”.*

The results achieved during the 2019 summer sales, currently ongoing, demonstrate the Group’s increasing focus on the E-Commerce and Digital Marketing division, with a particular focus on the “Fashion & Luxury Goods” sector, a growing segment, as confirmed by the entry of new international partners.

The online Triboo stores have received orders from all over the world, even from the island of Kyushu in the city of Fukuoka in Japan, leveraging on flawless logistics, timely and efficient service, and the international presence of the Group, which is more and more positioned as a leader in the management of online stores and digital activities. Triboo can now count on highly qualified teams who operate from the new offices of Madrid, Shanghai and London, with expertise in multiple digital areas, able to fully accompany brands in the digitalization process, supporting them through a wide range of services which vary from logistics to digital marketing, from photo shooting to SEO.

#### About Triboo

Triboo S.p.A., company listed on the MTA market, is a Digital Transformation Factory that assists its customers in the creation and management of their digital activities worldwide. Thanks to its 500 professionals, the quality of services offered and to its international network, Triboo is a "one stop solution" able to promote the digital transformation of companies with an integrated offer of services of Digital Consulting, Digital Marketing, Digital Integration and Development, eCommerce Management, Content Development, Audience & Monetization and Training.

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