



SPAFID CONNECT

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Diffusione presunta
Oggetto : Triboo: record sales during Black Friday & Cyber Monday

Testo del comunicato

Vedi allegato.

Triboo: record sales during Black Friday & Cyber Monday

Black Friday and Cyber Monday are confirmed as one of the most awaited moments by consumers all over the world. Triboo recorded a growth of 21% compared to 2018 in sales (GMV) on the stores managed by the Group.

Milan, 3 December 2019

Triboo - Group active in the E-Commerce and digital advertising sector, listed on the MTA market - announces that during this year's edition of Black Friday and Cyber Monday, the stores managed by the Group **recorded a growth of 21% compared to 2018 in sales (GMV). The average value per ticket also grew by 54%.**

These results were achieved thanks to the customer portfolio that continues to expand, including new partners such as **Woolrich**, the outerwear brand.

The General Manager, **Marco Giapponese**, comments: "*Black Friday and Cyber Monday engage more and more consumers on a global scale and the record results achieved by the stores managed by Triboo confirm our ability to sell our partners' products all over the world. We rely on impeccable logistics, punctual service and a strong international presence, also thanks to the offices in Madrid, Shanghai, London and Dubai*".

Black Friday and Cyber Monday are confirmed as a moment awaited by consumers around the world, which marks the beginning of the Christmas shopping season.

The increase in sales was driven by the US market, where purchase orders of brands managed by Triboo increased by +19% compared to last year.

Among best-selling items: t-shirts, coats and leather goods.

This year, to ensure an impeccable service, Triboo can rely, in addition to its own offices, on the strategic alliance - announced last May - with Channel Advisor, an E-Commerce platform in cloud, on which many brands and retailers around the world count on to strengthen their online sales and optimize the fulfilment on marketplace channels such as Amazon, eBay, Google and Facebook.

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, E-commerce Management, Content Development, Audience & Monetization and Training.

Triboo S.p.A.
Investor Relations
Giovanni Marino
Investor.relator@triboo.it
Tel. +39 02 647 414 01

Triboo S.p.A.
Communication & External Relations
Aldo Silvestroni
aldo.silvestroni@triboo.it
Tel. +39 02 647 414 01

Image Building S.r.l.
Media Relations
Simona Raffaelli
Emilia Pezzini
triboo@imagebuilding.it
Tel +39 02 890 113 00

Triboo S.p.A.
Viale Sarca 336, Edificio sedici
20126 Milano

www.linkedin.com/company/triboo-s-p-a
www.facebook.com/GruppoTriboo
<https://www.instagram.com/triboogroup>

www.triboo.com
tel +39 02 647 414 01
fax +39 02 647 414 90

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