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Oggetto : AGREEMENT SIGNED WITH MUTTI FOR  
THE DISTRIBUTION OF ITS PRODUCTS  
ON THE CHINESE MARKETPLACES  
TMALL.COM AND JD.COM

*Testo del comunicato*

Vedi allegato.



## **GIGLIO GROUP SPA: AGREEMENT SIGNED WITH MUTTI FOR THE DISTRIBUTION OF ITS PRODUCTS ON THE CHINESE MARKETPLACES TMALL.COM AND JD.COM**

**Milan, 22 October 2020** – Giglio Group S.p.A., the leading company for the design, creation and management of high value-added e-commerce platforms listed on the STAR segment of Borsa Italiana (Ticker GG.MI.), signed an annual agreement with the Mutti Group, the international brand for tomato-based food products, aimed at implementing the marketing strategy, the promotion and the distribution of the brand's products on the Chinese marketplaces Tmall.com and JD.com.

Pursuant to the agreement, Giglio Group S.p.A. shall manage the sale of Mutti products on China's major e-commerce platforms.

Moreover, the agreement also provides for the delivery, handling and logistics of Mutti's products by Giglio Group S.p.A., as well as the implementation of the marketing strategy aimed at expanding the knowledge of Mutti's brand on the whole Chinese territory.

Alessandro Giglio, Chairman of Giglio Group S.p.A., declared:

*"Our agreement with Mutti has great strategical value not only for both our companies, but also for the whole sector of Made-in-Italy food exports in China. Italian cuisine is recognised all over the world but, nevertheless, the food sector has a low degree of market penetration in the Country with the highest demand of quality products. Italian companies are on the threshold of a great opportunity: the export of Italian food in China amount only to 1.3% of the market, against a 6% of France's export. There is still a lot of work to do, but our agreement with Mutti is an important piece in the greater picture that is the export of products Made in Italy. Partnering with us is almost essential for any company: indeed, we can support our clients not only on the most practical aspects of this business, such as logistics, payments, customer service and so on, but we can also provide the fundamental marketing strategy that will ensure a correct digital communication strategy of the product, together with the client's presence on the main e-commerce platform in China".*

### Information on Giglio Group:

Founded by Alessandro Giglio in 2003 and listed on the STAR segment of Borsa Italiana ever since 2018, Giglio Group is the leading company for the design, creation and management of e-commerce platforms of Italy's most important Fashion, Design, Lifestyle, Food and Healthcare firms. The Company is based in Milan, but it is also present with offices in New York, Shanghai, Hong Kong, Rome, Lugano and Genoa. Thanks to its remarkable expertise, Giglio Group accompanies its customers in the online distribution of their products through a unique platform which, starting from the implementation of fully tailor-made and managed monobrand e-store, automatically connects them to world's major marketplaces. This is the uniqueness of a widespread digital distribution service that ensures 100% products' sale.

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