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Informazione Regolamentata n. 1944-75-2020	Data/Ora Ricezione 07 Dicembre 2020 12:38:45	MTA - Star
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Societa' : Unieuro S.p.A.
Identificativo : 140143
Informazione
Regolamentata
Nome utilizzatore : UNIEURON04 - Moretti
Tipologia : 2.2
Data/Ora Ricezione : 07 Dicembre 2020 12:38:45
Data/Ora Inizio : 07 Dicembre 2020 12:38:46
Diffusione presunta
Oggetto : Unieuro S.p.A.: November on the rise
thanks to the "Change Black Friday"

Testo del comunicato

Vedi allegato.



UNIEURO S.P.A.: NOVEMBER ON THE RISE THANKS TO THE "CHANGE BLACK FRIDAY"

- **Good sales results for the traditional Black Friday promotional campaign, which lasted a whole month this year (3 November - 3 December).**
- **Boom in orders for the Online channel, with revenues offsetting the impact of Covid-19 restrictions on the direct store network. Strong contribution from indirect stores as well¹**
- **Unieuro.it orders up by 63% over the whole campaign, with double-digit increase in average order value. Record highs for Monclick during the Mon Black Friday**
- **Staggering sales in IT and accessories, strengthened by the consumption trends triggered by the pandemic**

Forlì, 7 December 2020 - Unieuro S.p.A. (MTA: UNIR), the leading company in the distribution of consumer electronics and household appliances in Italy, reported revenues growth in November despite the restrictive measures in place, which led to the closure of about half of its direct stores on public holidays and pre-holidays only.

The performance, which follows the equally positive trend of September and October, is the result of the successful promotional campaign called "Change Black Friday", the Black Friday of "life-changing" technology, which started on 3 November and ended on 3 December, thus marking a further duration record in the history of Unieuro.

The campaign presented customers with a succession of baskets of highly discounted products, which gradually evolved and expanded in the run-up to the Grand Finale; it was carried out successfully despite a context made complex once again by the Covid-19 epidemic, which impacted on the accessibility to customers of the network of physical stores, particularly direct shops. Great performance, instead, for affiliated stores which were marginally affected by restrictions.

As a result, the situation favoured the Online channel, with the **Unieuro.it** platform featuring an increase of 63% in orders and a double-digit increase in the average order value compared to the 3 November – 3 December 2019 period, as it exploited the omnichannel services such as AUTOritiro and CLICCA&ritira to better manage the remarkable operational peak.

Monclick, the digital pure player 100% controlled by Unieuro, also achieved record-breaking figures in terms of orders and turnover thanks to the "Mon Black Friday" campaign, with its emotional theme linked to the passion for high-tech and technological products. Running from 13 to 30 November, the campaign reported an increase of 63% of orders², reaching a peak on the day of Black Friday.



Generally speaking, most product categories recorded a rise in sales compared to 2019, supported also by the favourable market trends triggered by the emergency situation – such as remote working, distance learning and the search for maximum home comfort. Grey goods were therefore the fastest growing category, with IT and accessories driving sales: it is no coincidence that the most ordered product of the entire promotional period was the true wireless Apple AirPods earphones, with a total of no less than 39,000 pieces requested.

“The success of Change Black Friday has come about in a market context that is, to say the least, peculiar and characterised by strong consumer demand, a channel mix influenced by restrictions, and consistently high competition, both on and offline.

We have therefore come out strong and energised from a month of November that turned out even more significant than in the past, thus proving how the omnichannel strategy that Unieuro has been pursuing for years, focused on the presence at all physical and digital touch points and the importance of customer service, is a winning one even at times of discontinuity such as the one we are experiencing”.

Giancarlo Nicosanti Monterastelli, CEO of Unieuro.

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Unieuro S.p.A. has chosen to use the “eMarket SDIR” and “eMarket STORAGE” platforms managed by Spafid Connect S.p.A., with offices at Foro Buonaparte 10, Milan, for the transmission, storage and filing of Regulatory Information made public.

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Mr Italo Valenti, the manager responsible for preparing the company’s accounting documents, hereby declares that, pursuant to and in accordance with Article 154-bis, paragraph 2, of Legislative Decree No. 58 of 1998, the information contained in this press release matches the Company’s documentation, books and accounting records.

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Unieuro S.p.A.

Unieuro is the Italian leader in the distribution of consumer electronics and household appliances, thanks to an omnichannel approach that integrates directly operated stores (about 250), affiliated stores (about 260) and the unieuro.it digital platform. The company is based in Forlì, has a central logistics hub in Piacenza and has a staff of about 5,000 employees. Listed on the STAR segment of the Italian Stock Exchange since 2017, Unieuro reported revenues of Euro 2.4 billion in the fiscal year ended at 29 February 2020.

Corporate website: www.unieurospa.com

LinkedIn: www.linkedin.com/company/unieuro



Contacts:

Investor Relations

Andrea Moretti
Investor Relations & Corporate
Communications Director

+39 335 5301205
amoretti@unieuro.com

investor.relations@unieuro.com

Corporate Media Relations

iCorporate
Arturo Salerni
+39 335 1222631

Sonia Hason
+39 331 8394343

unieuro@icorporate.it

¹ Net of the internalisation of 16 Unieuro by Iper shop-in-shops, turned into DOS in September 2020 (see Unieuro's press releases issued on 2nd October 2020).

² Compared to the 18-day period ended on 2019 Cyber Monday.

Fine Comunicato n.1944-75

Numero di Pagine: 5