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Oggetto : GIGLIO GROUP GAINS ACCESS TO THE
WORLD OF MARKETING AUTOMATION

Testo del comunicato

Vedi allegato.



GIGLIO GROUP GAINS ACCESS TO THE WORLD OF MARKETING AUTOMATION

Giglio Group signed an important strategic agreement with 7Hype that will revolutionise the multi-channel purchase experience by introducing the virtual assistant Sophie to support online shopping

Milan, 23 February 2021 – Giglio Group S.p.A. (Ticker GG) – the leading company in Italy for designing, creating and managing high value-added e-commerce platforms, listed on the MTA-STAR stock exchange market managed by Borsa Italiana S.p.A., announces that its subsidiary, E-Commerce Outsourcing S.r.l. signed an agreement with 7Hype S.r.l. (“7Hype”), aimed at integrating one of 7Hype's business units in the Group's structure.

7Hype is the first Italian company specialised in Marketing Automation activities and operates at an international level through its brands “7Hype – Marketing Automation” and “Marketing Automation Academy”. Marketing Automation offers a series of tools at the service of a company's marketing strategies aimed at automating and streamlining multi-channel communications in a relevant and tailored way also thanks to the support of a virtual assistant, Sophie, whose task will be that of guiding users amongst the product suggested to them and, when visiting the physical store or other events, also recognise and greet them in the best of ways. 7Hype operates through SalesManago' and Sharpsring' support, two internationally-recognised software.

The agreement consists in the 30-month lease contract of a business unit of 7Hype focused solely on marketing automation activities. Upon the conclusion of the lease, E-Commerce Outsourcing S.r.l. will have the right to purchase said business unit.

The agreement includes, as its core condition, the subscription of specific consultancy contracts with Paolo Confortini and Bruno Lenzi, respectively CEO and CDO of 7Hype in order to ensure the company's going concern.

For the whole duration of the lease contract, Giglio Group will have the right to use the renowned brands of 7Hype, keeping current employment levels.

On the basis of 7Hype figures (subject to appropriate due diligence by E-Commerce Outsourcing S.r.l., in the process of closure, unaudited), throughout 2020, 7Hype generated: total revenues of € 1,032,602 (growing if compared to 2019), an operating profit of € 3,531 and a net income of €1,854 (7Hype figures, subject to appropriate due diligence by E-Commerce Outsourcing S.r.l.. It is noted that final figures are still in the process of closure and are still unaudited).

The countervalue of the transaction, determined by the leasing fee for the first 12 months, shall equal € 102,000 per year. From the thirteenth month onwards, the leasing fee will increase by €

2,500 per month if the business unit will achieve an EBITDA of at least € 250,000 in 2021. The leasing fee shall return to its original amount in the event that, on the 24th month, the EBITDA of the second year of lease is lower than € 300,000.

Should Giglio Group exercise its option to buy, it shall disburse a price to be determined by multiplying by 8 the average EBITDA of 2021-2022.

The transaction will allow Giglio Group to centralise all of the activities and services related to Marketing Automation, thus developing and enriching the offer to its clients through all-embracing and integrated solutions; moreover, it will allow the Group to collaborate with major internationally-recognised software (SalesManago and Sharpsring), thus increasing the technological level of the company and its basket of business offers, all of this by relying on the vertical experience of the 7Hype team, which will join the digital team of the Group, thus increasing its know-how. Moreover, the headquarters of the project will be in Giglio Group's offices at "Palazzo della Meridiana" in Genoa, an historical mansion of 1540 and World Heritage Site of UNESCO.

Following the transaction, also in the light of the purchase of Salotto Brera-Duty Free S.r.l., a company operating both at a national and international level, announced on 12 January 2021, Giglio Group will update its Industrial Plan, which will be disclosed to the market.

Marco Riccardo Belloni, CEO of Giglio Group, commented: *"The agreement with 7Hype further strengthens our digital know-how, by integrating a specialised team of experts on Marketing Automation, that is, on a fundamental process aimed at improving the performance of e-commerce portals, increasing the knowledge of the users' digital behaviours and allowing for a tailored offer to each client cluster. Team consolidation, strong technological coverage of all the aspects concerning online purchases, as well as constant study of new technologies are the elements of differentiation on which we are willing to invest in order to remain at the forefront of the competition."*

Paolo Confortini, CEO of 7Hype, commented: *"After a few years of hard work, in which 7Hype became an influential company in the Marketing Automation sector in Italy, entering in a group such as Giglio's is an immense joy for me. We will have the chance to grow, to capitalise on the work carried out so far and, more than anything, to invest in new technologies supporting our activities, such as Machine Learning and Artificial Intelligence applied to the development of empathic communication."*

Information on Giglio Group:

Founded 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 high value-added e-commerce platforms in Italy for Fashion, Design, Lifestyle and, more recently, Food and Healthcare sectors. The Company is based in Milan, but it is also present with offices in New York, Shanghai, 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, starting from the implementation of fully tailor-made and managed monobrand e-store. Moreover, the Company integrates its business with the dedicated placement on main marketplaces worldwide, ensuring the online management of both new collections and inventories stock. The uniqueness of a "complete-supply-chain" online service thus ensures a 100% sell-through rate.

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