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Informazione  
Regolamentata

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Oggetto : GIGLIO.COM TO ENTER THE  
CRYPTOCURRENCY AND METAVERSE  
WORLD WITH THE LAUNCH OF ITS  
GIGLIO TOKEN

*Testo del comunicato*

Vedi allegato.

# GIGLIO.COM

## PRESS RELEASE

### **GIGLIO.COM TO ENTER THE CRYPTOCURRENCY AND METAVERSE WORLD WITH THE LAUNCH OF ITS GIGLIO TOKEN**

Milan, July 26, 2022 - GIGLIO.COM presents Giglio Token, the innovative tool that explores the virtual world and speaks to a new generation of clients



The GIGLIO utility token - a cryptographic asset based on blockchain technology - represents the ultimate innovative tool created by the Company in order to address the new generation of clients: Gen Z. Interests and interactions shift creating new horizons, and the digital world changes, becoming not only a place of socialization but a place of experimentation, learning, and consumption of virtual goods. The Giglio Token enters the metaverse, integrating itself both on a distributed blockchain network and directly on the GIGLIO.COM platform, where it will be issued and used by clients to access exclusive benefits.

As illustrated in the Whitepaper - available on the company's website - the only requirement to receive Giglio Tokens - which will be released during the next promotions - will be having a GIGLIO.COM account, which will include within its ecosystem a wallet compatible with Liquid - the network developed by Blockstream as a Bitcoin sidechain - that guarantees a maximum level of security and reliability for a business network, ensuring minimum transaction costs and quick confirmation times.

The token will allow clients to enjoy a number of benefits in both the virtual and real world, through private promotions and dedicated sales, or exclusive access to digital galleries and augmented reality sections.

GIGLIO.COM takes a step toward a territory largely unexplored by most of the other players in the fashion industry, positioning itself, once again, in a leadership position within digital innovation and confirming its characteristic pioneering spirit.

"Entering the metaverse through the creation of our own cryptocurrency is only the latest innovation of a company with a deeply technological soul. We continue to invest in the future, looking at the new generations and seizing every opportunity to improve our

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community's shopping experience, reward loyal clients, and engage the customers of tomorrow," commented Giuseppe Giglio, President and CEO of GIGLIO.COM.

Some technical information about the Token:

- Name: GIGLIO Token
- Ticker: GIGL
- Asset ID (Liquid):  
3e36d30d641a4bd30b99b4d679b709612e5e4b5a12e25cf1f59f46f3d525814



- Network: Liquid Network
- Supply: 500.000.000 GIGLIO
- Indicative supply allocation:
  - a. Approximately 40% for medium-term distribution through promotions on GIGLIO.COM;
  - b. Approximately 40% for future reserve;
  - c. Approximately 20% for promotions and strategic investments for the ecosystem.

The dedicated Giglio Token page is available here: <http://token.giglio.com>

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The press release can be found in the Investors/press release section on [giglio.com](http://giglio.com)

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## **GIGLIO.COM**

*GIGLIO.COM, active company in the online sales sector for multi-brand luxury fashion on a global scale, is a style destination that reaches its clients in over 150 countries, hosting some of the most prestigious fashion and luxury brands for women, men, and kids. The Company was established in 1965 by the Giglio family, owner of high fashion boutiques in the city of Palermo, who launched the first online fashion store in Italy in 1966, placing itself among the pioneers of the sector in our country.*

*GIGLIO.COM is an active e-tailer that operates in the fashion & luxury sector thanks to its proprietary platform, developed and managed internally through innovative technological solutions.*

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*Today, GIGLIO.COM is a community of independent boutiques that share the same values and that constantly dedicate themselves to the pursuit of beauty and innovation, offering the best collections by the most creative and iconic designers.*

## **For further information:**

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