

Informazione Regolamentata n. 2116-13-2023	Data/Ora Ricezione 16 Maggio 2023 10:31:02	Euronext Growth Milan
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Societa' : GIGLIO.COM
Identificativo : 177086
Informazione
Regolamentata
Nome utilizzatore : GIGLIO.COMN01 - FAVARETTO
Tipologia : REGEM
Data/Ora Ricezione : 16 Maggio 2023 10:31:02
Data/Ora Inizio : 16 Maggio 2023 10:31:04
Diffusione presunta
Oggetto : GIGLIO.COM RELEASES MOBILE APP
AND INVESTS IN CUSTOMER BASE
DEVELOPMENT

Testo del comunicato

Vedi allegato.

GIGLIO.COM

PRESS RELEASE

GIGLIO.COM RELEASES MOBILE APP AND INVESTS IN CUSTOMER BASE DEVELOPMENT

Palermo, May 16, 2023 – GIGLIO.COM S.p.A. (**Company** or **GIGLIO.COM**) - a company operating in the online retail sector for multi-brand luxury fashion on a global scale listed on Euronext Growth Milan managed by Borsa Italiana S.p.A. - announces the release of its mobile App for Android and IOS.

GIGLIO.COM continues to invest in customer experience and loyalty. The company has released a mobile app on the Android Play Store and Apple's App Store that will allow its customers to navigate from their smartphones more smoothly and effectively in five different languages. Once again, GIGLIO.COM's proprietary technology represented a competitive advantage for the Company, allowing it to directly design and manage a streamlined architecture for implementing and managing all services related to the website and the app. This will provide users with an always harmonious experience - regardless of the chosen navigation channel - and with a product offering increasingly closer to their real shopping preferences.

In fact, an effect of the acceleration of online purchases that occurred during the pandemic period was the transition from desktop to mobile purchases. The analysis of the purchasing habits of GIGLIO.COM's customers shows how purchases made from smartphones have gone from 1 in 2 during the pre-pandemic period, to 3 in 4 in 2022.

The release of the mobile app will allow almost 20 million GIGLIO.COM users (2022 data), who currently visit the site from mobile devices, to enjoy a more responsive, fluid, and engaging shopping experience. In addition to guaranteeing experiential benefits to its users, the Company aims to improve retention and loyalty metrics significantly. Users who use mobile apps typically have retention values that are 30% higher than those who use mobile websites¹.

The release of the APP confirms the Company's focus on customer experience and it is only the latest of the numerous investments made in recent months. During 2022, the Company invested in marketing automation, partnering with SAP and the SAP Emarsys Customer Engagement solution, in order to develop new customer base engagement strategies at all stages of its lifecycle. All this is in addition to last July's release of the Giglio Token which, integrating both at the distributed blockchain network level and directly on the Giglio.com platform, is already usable by selected customers to access exclusive advantages.

The solidity of *marketing automation* and customer loyalty explains a good part of the strong revenue growth recorded by the Company during 2022 compared to the same period in 2021 (+35%). During that year, the average spend per active customer grew by 13%, confirming the growing satisfaction and loyalty of customers.

"From day one, [GIGLIO.COM](https://www.giglio.com)'s goal has been to achieve maximum customer satisfaction, through an excellent and cutting-edge service. The launch of the new app is a further step in our growth strategy and improvement of the service we want to offer, substantially enriching the GIGLIO.COM

¹ Source: Mobile App Trends 2022

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ecosystem and the customer journey, and getting even closer to the habits of the youngest. I am proud of the work that has been done to create this app - which once again is proprietary - and represents a crucial hub for the business. We are confident that it will help us deliver an increasingly engaging and valuable experience to our international audience, strengthening our business model and positioning as industry leaders. " – **Giuseppe Giglio, Chairman and CEO of GIGLIO.COM**

This press release is available in the Investors / Press Releases section on GIGLIO.COM

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GIGLIO.COM

GIGLIO.COM - a Company operating in the online sales sector for multi-brand luxury fashion on a global scale - is a style destination that reaches its customers in over 150 countries, featuring some of the most prestigious fashion and luxury brands for women, men, and kids. The Company was founded in 1965 by the Giglio family, owner of high fashion boutiques in the city of Palermo, and in 1996 became the first online fashion store in Italy, placing itself among the pioneers of the sector in our country.

GIGLIO.COM is an international e-tailer operating in the fashion & luxury sector thanks to a proprietary platform, developed and managed internally with innovative technological solutions. Today GIGLIO.COM is a community of independent boutiques that share the same values by constantly dedicating themselves to the quest for beauty and innovation and offering collections by the most creative and iconic designers.

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Fine Comunicato n.2116-13

Numero di Pagine: 4