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Oggetto : GIGLIO GROUP SPA: GIGLIO GROUP
WILL MANAGE THE ONLINE AND
OFFLINE MERCHANDISING OF ITALY'S
FRECCIAROSSA HIGH-SPEED TRAINS

Testo del comunicato

Vedi allegato.



GIGLIO GROUP WILL MANAGE THE ONLINE AND OFFLINE MERCHANDISING OF ITALY'S FRECCIAROSSA HIGH-SPEED TRAINS

Milan, - 22 May 2023 – Giglio Group S.p.A. (Ticker GG), an "omnichannel-solution" company listed on Euronext Milan of the Italian stock-exchange market managed by Borsa Italiana S.p.A., announces the subscription of a three-year option agreement with Trenitalia S.p.A., a company of the Gruppo Ferrovie dello Stato (Italy's National Railway Company), for the management of its e-commerce services. Trenitalia ensures the mobility of people for regional, medium and long-distance connections with Frecciarossa, which is the flagship product of its high-speed offer, as well as a "Made-in-Italy" excellence.

Giglio Group will be Trenitalia's partner in the management of its entire e-commerce activity, which includes: brand management, logistics management with merchandising production and delivery, global shipping and payments, multilingual customer care, returns policy management. The Group will also cater for the creation and development of the online store, all the way up to the national and international logistics chain.

The objective is to consolidate and develop Trenitalia's promotional and commercial initiative through the creation of a line of Frecciarossa-branded merchandising products, also through possible co-branding agreements.

The partnership with Giglio Group will allow Trenitalia to spread the Frecciarossa brand using e-commerce as a sales platform. Furthermore, the points accumulated by customers through the "CartaFRECCIA" loyalty program can be used to purchase Frecciarossa-branded products.

Alessandro Giglio, CEO of Giglio Group S.p.A., declared: *"We are honoured to be able to create the Trenitalia online website with the creation of a merchandising line for a brand that represents one of the Italian excellences in the world. Giglio Group, in synergy with all the business units of the Group, shall develop a large-scale project for one of the most important companies in our country."*

Information on Giglio Group

Founded in 2003 and listed on EURONEXT MILAN 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, Healthcare and Merchandising. 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.

For further information:

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Fine Comunicato n.20076-35

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