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Oggetto : GIGLIO.COM EXCEEDS 150,000 ACTIVE  
CUSTOMERS AND OPENS NEW  
LOGISTICS HUB IN PALERMO

*Testo del comunicato*

Vedi allegato.

# GIGLIO.COM

## PRESS RELEASE

### **GIGLIO.COM EXCEEDS 150,000 ACTIVE CUSTOMERS AND OPENS NEW LOGISTICS HUB IN PALERMO**

Palermo, December 5, 2023 – GIGLIO.COM S.p.A. (**Company** or GIGLIO.COM) - 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 opening of a new logistics hub in Palermo, which will house both photography and digital production studios as well as spaces dedicated to order fulfillment.

After having exceeded a daily sales record with over 1.1 million euros in transactions in a single day during Black Friday, the Company closed the month of November with 155,000 active customers<sup>1</sup> and opens a new logistics hub in Palermo of over 7,000 square meters. The new opening goes hand in hand with the strong growth of the Company which, even in the first nine months of 2023, recorded a double-digit progress (+17% compared to 2022).

Half of the hub area - 3,500 square meters - houses spaces dedicated to photography and digital production, with 20 photographic studios capable of producing up to 2,500 shots per day. During the current fall/winter 2023 season, the Company has already photographed 110,000 products and plans to scale this number in the future, also thanks to the development of its Community Store, the network of 200 partners that contribute to the assortment of the e-commerce platform.

The rest of the structure will be dedicated to delivery and supply chains, which in a marketplace - business form naturally free from the need to store goods - are activities entirely dedicated to the preparation and fulfillment of orders. This will allow a more than doubled fulfillment capacity, in line with the 2022 trend that has already seen the Company ship over 400,000 products.

The entire facility currently has 80 employees.

Finally, the improvement of the logistics system - entirely internalized – aims to maintain the quality standards of efficiency, effectiveness, and speed, that have always been a hallmark of GIGLIO.COM and is part of a strategic approach to long-term growth and scalability.

*"With the opening of this new logistics hub, we continue to invest in the territory with a project that maintains its center of gravity in our land of origin making it a competitive advantage"* – commented **Giuseppe Giglio, Chairman & CEO of GIGLIO.COM**

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<sup>1</sup> Active Customers: Customers who have placed at least one order in the last 12 months

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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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