

Informazione Regolamentata n. 20076-39-2024	Data/Ora Inizio Diffusione 13 Giugno 2024 07:00:17	Euronext Milan
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Societa' : GIGLIO GROUP

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Regolamentata : 192162

Utenza - Referente : GIGLION01 - Mazzitelli

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Data/Ora Ricezione : 13 Giugno 2024 07:00:17

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Oggetto : Giglio Group exclusively sells Frecciarossa merchandising on board trains thanks to the agreement signed with Elio Group.

Testo del comunicato

Vedi allegato



Giglio Group exclusively sells Frecciarossa merchandising on board trains thanks to the agreement signed with Elios Group.

Milan, June 13, 2024 - Giglio Group S.p.A. (Ticker GG), an omnichannel solution company listed on the Euronext Milan market, announces the signing of a strategic agreement with Elios, the main group active in Italy in collective catering services and in the travel sector, with a consolidated presence in 6 countries worldwide. With a team of 109,000 employees serving 6 million customers daily, Elios has extensive experience in providing catering services in various contexts, including transportation. The agreement stipulates that Giglio Group will be the exclusive provider of Frecciarossa merchandising, initially on board all fast Frecciarossa trains, and then extending the service to other fast trains. The signing of this agreement follows the previously signed contract in May 2023 with Trenitalia, which involved the exclusive production and sale of Frecciarossa merchandising on the website www.frecciarossa.shop, now expanding the offering also on board trains through specially designed trolleys managed by Elios's traveling staff.

An additional privilege for Trenitalia customers will be the ability to use Cartafreccia points to purchase Frecciarossa branded merchandising products. With the operational launch of this agreement and the collaboration with Elios, passengers on Frecciarossa trains can now enjoy a selection of products specially designed to enhance their travel experience, buy gifts for their families, or purchase forgotten items before departure. For the exclusive production, Giglio Group has collaborated with leading companies in their respective sectors: SBS, Trudi, Guzzini, Roncato, Perletti, Quercetti, Pielle, Moleskine, and others.

Alessandro Giglio, President and CEO of Giglio Group, states: "June 13 represents a highly significant date for the company, marking the start of a unique initiative that will provide an important service to all Trenitalia travelers and significantly expand Giglio Group's business. This initiative accelerates our transformation from a pure ecommerce company to an omnichannel solution company. I personally expect great satisfaction from the start of this long and elaborate project built and designed over a year with two giants like Trenitalia and Elios Group."

For more information on Giglio Group: *Founded by Alessandro Giglio in 2003 and listed on the Italian Stock Exchange since 2015, currently on the EURONEXT MILAN market, Giglio Group is a leader in Italy in designing, creating, and managing high-value-added omniexperience platforms for the Fashion, Design, Lifestyle, Food, Healthcare, and Merchandising industries. Headquartered in Milan with branches in Rome, Genoa, and Shanghai, Giglio Group accompanies client companies in distributing their products online through a unique platform, starting from the implementation of 360° managed and created mono-brand e-stores. It also integrates activities with dedicated placements on the world's leading marketplaces and social channels, ensuring online management of both new collections and inventory. The uniqueness of a "complete chain" online service guarantees a 100% sell-through.*

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Fine Comunicato n.20076-39-2024

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