



## **GIGLIO GROUP: AGREEMENT WITH AMAZON**

### ***Amazon Channels launching in Germany and UK in May 23rd: Nautical Channel will be the only Italian owned channel available at launch***

Milan, 23 May 2017 – [Giglio Group](#) (Aim Italia-Ticker GGTV), the first e-commerce 4.0 company, is proud to announce that it has concluded an important agreement with Amazon in Europe.

Nautical Channel, the only channel in the world exclusively dedicated to sailing and water sports, will be one of a variety of over 40 channels in the UK and over 25 channels in Germany initially launched to be available as part of Amazon Channels for Amazon Prime members. Starting on May 23rd in Germany, Austria and the UK, Amazon Channels allows Amazon Prime members to add channel subscriptions for a low monthly subscription fee available individually without need to sign up for a bundle or enter a lengthy contract.

Giglio Group and Amazon Media Eu entered into a multi-year agreement based on a revenue share model. For Giglio Group this is an agreement of great strategic importance and of prestige since Nautical Channel was the only Italian owned channel selected for the initial launch via Amazon Channels in Europe.

Giglio Group has been active in solidifying such partnerships through both Giglio Fashion, which has generated important sales as a supplier in Europe to amazon.com, in addition to its media channels which are branching out in platforms throughout Europe, allowing for 'Made in Italy' content to be compatible with e-commerce 4.0 as the revolutionary "live" shopping experience conceived by Giglio Group. This agreement further solidifies the strategic synergy between Amazon and Giglio Group.

**Alessandro Giglio, President of Giglio Group, said:** *"We are proud and honored that Amazon has selected Nautical Channel among the top 25 channels with which to launch its new TV offer. We are very pleased that the partnership with Amazon is growing further and that our innovative e-commerce 4.0 business model, finds in such an important ally a great opportunity for growth "*

Nautical Channel's presence via Amazon Channels adds to Giglio Group already existing distribution on other leading digital platforms such as: Roku, Google Play, iTunes, Sling Tv, China International Broadcasting Network (CIBN), Youku Todou (China's leading internet television) and iQiyi.

**Nautical Channel** is 100% owned by Giglio Group and broadcasts in 3 languages for 24 hours a day, 365 days a year. Distribution consists of 52 countries and 5 continents. Launched in 2011, Nautical Channel is present today on more than 100 television platforms worldwide with over 22 million subscribers and over 300 hours of new content produced each year. In addition to the America's

Cup, Nautical Channel broadcasts the most important nautical events in the world, including World Kiteboarding League and Volvo Ocean Race.

### **Information on Giglio Group:**

*Founded by Alessandro Giglio in 2003 and listed on the AIM market since 7 August 2015, Giglio Group is an e-commerce 4.0 company. The group is a leader in the field of radio and television broadcasting, it has developed cutting-edge digital solutions and represents, in online fashion, a digital market place at a global level, catering to thirty major digital retailers in the world. Giglio Group also produces multimedia content that is transmitted, through agreements with operators and in a large part through a proprietary infrastructure via fiber and satellite transmission formed by the division M-Three Satcom, in 55 nations, 5 continents and in six languages through its own television channels (Nautical Channel, Giglio TV, Acqua and PlayMe), visible on all TV devices, digital, web and mobile. In 2016, the group launched its own e-commerce 4.0 model, which is currently operating in China and the USA: the users "see and buy" by clicking on their smartphone / tablet or taking a photograph of the product they are watching on television, for a revolutionary shopping experience. Giglio Group is headquartered in Milan, Rome, New York (Giglio USA) and Shanghai (Giglio Shanghai). In 2017, Giglio Group acquired 100% of Evolve, making it one of the most important e-commerce b2c companies focused on fashion, beauty and design sectors.*

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