



***GIGLIO GROUP: STRATEGIC AGREEMENT SIGNED WITH MEI.COM,  
THE TOP ONLINE LUXURY STORE IN CHINA***

***Acquired by Alibaba in 2015, MEI.com boasts over 10 million active users with the goal of becoming the largest global online luxury product platform. Giglio Group establishes central Chinese market foothold for Italian top brands through this E-commerce 4.0 partnership.***

*Milan, June 28, 2017 – [Giglio Group](#) (Aim Italia-Ticker GGTV), the leading e-commerce 4.0 enterprise, announces the conclusion of an agreement with MEI.com, a leading Chinese online luxury store, owned since 2015 by the Alibaba Group.*

Just a few days from the launch of the collaboration with Secoo, one of the main luxury e-commerce platforms in China, Giglio Group further strengthens its presence on the Chinese market, which is among the biggest for online shopping in terms of users and spending power. According to the latest market analyses in fact, Chinese e-commerce sales have exceeded USD 600 billion and are expected to hit Euro 1,000 billion in 2018. In addition, 30% of luxury consumption is in China, where 45% of luxury goods are bought online.

The agreement between Giglio Group and MEI.com, signed on an annual basis with extension options for subsequent years, is of strategic importance as allowing the Giglio Group, through its fashion division, to offer and sell the clothing and accessories of some of the best-known Italian luxury brands on MEI.com and on all related social channels and apps.

MEI.com, a platform created in 2010 and acquired in 2015 by the giant Alibaba, is a go-to solution for high quality “customer oriented” shopping in China, with over 500 brand partners from among the leading Italian and international fashion brands. The MEI.com numbers, in this sense, are of the very highest order: with over 10 million subscribers, the web platform reaches over 1 million unique users per day, with more than 170 million unique users through the Tmall and Taobao apps, two major B2C Chinese marketplaces.

Users who now can add a new online purchasing experience with Giglio Group’s E-commerce 4.0, created for millennials, which brings together media, e-commerce and social networks for a new and better purchasing experience. This is a further and strategic opportunity therefore for the “typical consumer” who purchases on MEI.com: highly satisfied and a lover of tailor-made luxury.

**Alessandro Giglio, Chairman of Giglio Group, stated:** “In just a few weeks we have concluded two major agreements which positions us centrally in the Chinese e-commerce sector. We hope that the agreement with MEI.com, of the Alibaba Group, currently mainly of commercial and strategic value, may develop in the future into a much wider and more significant partnership. After Secoo, now with MEI.com, we establish strategic market positions in a highly attractive country for the Made in Italy brand, which is closely associated with quality craftsmanship, an eye for beauty and the typically well-made Italian product. One of the major future trends will be the growth of European sales in China, which are already highly significant, while Giglio is positioning itself centrally to benefit immediately from returns both in terms of business, and revenues, maintaining true to our key objective: promoting Made in Italy across the world on our TV channels, digitally, online, through the social channels and on the web”.

### **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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