



GIGLIO GROUP LAUNCHES T-COMMERCE IN CHINA WITH WECHAT

Exclusive e-commerce and media integrated model created for the promotion and marketing of Fashion brands launching in China through Giglio Group.

Milan, May 23, 2018 – Giglio Group S.p.A. (Ticker GGTV) (“Giglio Group” or the “Company”) – the leading e-commerce 4.0 company listed on the STAR market - announces a commercial collaboration for the launch of Television Commerce (T-Commerce) in China on WeChat.

This represents a strategic operation with the number one internet media company in China, created for Italian fashion Brands and allowing them to quickly enter the Chinese digital market and consolidate at extremely low cost. Thanks to the media properties (TV and Digital) of the Giglio Group in China, which have a potential audience of over 100 million viewers, and the e-commerce platform which the Group has created locally, it is possible - thanks to WeChat - to immediately convert the video content sent on mobile into purchases.

With this exclusive project, the Brand significantly multiplies its brand awareness (distribution on CCTV, iYouku Tudou, Iqiyi, Tencent video, Tuntiao, Icntv Cibn, China Telecom, China Unicom, China Mobile, Vcinema), with immediate monetisation on the Ibox platform - the multi brand store of Giglio Group - developed on WeChat. Colossal distribution power is at hand considering also the numbers of WeChat which - with over 1 billion active users and 800 million WeChat pay users - is the most used messaging app in China. The Tencent Group, to which WeChat belongs, is an entertainment, mass media, internet and digital giant in China, with 1 billion users and controlling 40% of mobile payments.

Thanks to this initiative with WeChat, Giglio Group consolidates its digital enabler position for the fashion sector, already having significant e-commerce expertise on the Chinese market and building a structured and effective system designed to launch online sales for any brand in a quick timeframe, both through the development of its e-commerce website localised for the Chinese market and through the creation of “shop in shops” of the Brands on the main Chinese online sales marketplaces, guaranteeing a boost to visibility and to sales results, also through an efficient technological and stock management process, centralised on a single platform.

Alessandro Giglio, Chairman and CEO of Giglio Group stated: “Inspired by Matteo Ricci, we consider that we have created the most effective vehicle to circulate luxury “made in Italy” goods in China. Our multi faceted and cross-media approach is in perfect harmony with Chinese millennials who, in terms of propensity and capacity, are among the main consumers of luxury brands. Our e-commerce 4.0 permits risk free business expansion for our partners on one of the world’s largest markets, benefitting from the advantages brought by collaborating with the Giglio Group”.

“With a local team which coordinates the entire e-commerce chain: the strategy, the digital marketing, the customer service and the logistics hub in the Shanghai free trade zone, we are able to launch e-commerce sales for any Brand with almost zero start-up costs and with a major focus on sales results” added Alessandro Santamaria, Digital and Strategic Managing Director of Giglio Group.

Andrea Ghizzoni, Europe Director of Tencent-WeChat, stated: “E-commerce on WeChat for the major global Fashion&Luxury brands continues to grow; it is therefore a pleasure for me to be involved in the creation of new promising initiatives promoted by solid and high standing partners”.

Informazioni su Giglio Group:

Fondata da Alessandro Giglio nel 2003 e quotata dal 20 marzo 2018 sul mercato MTA-STAR di Borsa Italiana, Giglio Group è una società e-commerce 4.0 rivolta principalmente ai Millennials. Il gruppo è leader nel settore del broadcast radio televisivo, ha sviluppato soluzioni digitali all'avanguardia e rappresenta, nel fashion online, un market place digitale a livello globale, approvvigionando i quaranta principali digital retailer del mondo. Giglio Group produce, inoltre, contenuti multimediali che vengono trasmessi, attraverso accordi con operatori e in larga parte attraverso una infrastruttura proprietaria di trasmissioni via fibra e satellite costituita dalla divisione M-Three Satcom, in 46 paesi, 5 continenti ed in sei lingue attraverso i propri canali televisivi (Nautical Channel, Giglio TV, Acqua e Playme), visibili su tutti i dispositivi televisivi, digitali, web e mobile. Nel 2016 il Gruppo ha lanciato il proprio modello di e-commerce 4.0: l'utente “vede e compra” cliccando sul proprio smartphone/tablet o scattando una fotografia del prodotto che sta guardando in tv, per una rivoluzionaria esperienza d'acquisto. Giglio Group ha sede a Milano, Roma, New York (Giglio USA) e Shanghai (Giglio Shanghai).

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