



GIGLIO GROUP AND NEWCO11 SRL -SONY GROUP- SIGN AN IMPORTANT AGREEMENT FOR THE SATELLITE BROADCAST OF THE “CINE SONY” AND “POP” CHANNELS

Milan, May 31, 2018 – [Giglio Group](#) (Ticker **GGTV**), the leading e-commerce 4.0 enterprise and listed on the STAR segment of the Italian Stock Exchange, announces that the M-Three Sat Com division of the Group has concluded an agreement with Newco11 Srl, a Sony Television Network subsidiary, for the broadcast and management via satellite of the “Cine Sony” and “POP” television channels, produced by Sony and currently available on terrestrial digital TV.

Thanks to the Milan and Rome teleports, M-Three Sat Com shall broadcast the two channels via the Hot Bird 13° satellite of Eutelsat, in “prime” position for Pan-European coverage and for the FTA and Italian pay platforms.

The contract for the management of the two Sony channels, specifically operating through the subsidiary Newco 11 Srl, will bring an important contribution to M-Three Sat Com growth.

Cine Sony (Channel 55) is the free-to-air channel entirely dedicated to cinema: from classic movies to New Hollywood cult productions and from films which have immortalised the big screen stars to the most popular blockbusters of recent years. POP (channel 45) is Sony’s leading free channel dedicated to kids in Italy.

Alessandro Giglio, Chairman and CEO of Giglio Group, states: *“This represents an additional strategic agreement in terms of broadcasting and one which enhances the reputation of Sony Television Network internationally. Even during a challenging period for the markets, the Group is passionately pursuing new operations and, following the recent agreement with WeChat for the launch of t-commerce in China, strongly promotes the Made in Italy brand across the globe. We currently have a presence in 60 countries and generate 74% of revenues overseas. This proportion will increase further with our efforts and investments focused outside of Italy - particularly in China and the United States - and where we expect to grow our business further. Also in the Media segment, we mainly reach agreements with the local branches of large multinationals, a factor which broadens the Giglio Group's footprint and boosts our reputation internationally”.*

M-Three Sat Com, a Giglio Group division, is a go-to player for the broadcast sector and guarantees the Group the technological know-how required to be a global television network, with coverage from the United States to the People’s Republic of China. M-Three’s biggest clients include private and public television and radio networks, such as: RAI, Mediaset, SKY, QVC, HSE24 RTL 102.5, Radio 24, Radio DeeJay and many other international broadcasters. M3 Satcom is the leader in Italy for the provision of radio-television broadcast sector services and solutions.

Information on Giglio Group

Founded by Alessandro Giglio in 2003 and listed on MTA- STAR market, Giglio Group is an e-commerce 4.0 company addressing mainly millennial consumers. 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 46 nations, 5 continents and in six languages through its own television channels 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).

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