



## **GIGLIO GROUP LAUNCHES IBOX.IT**

***Multibrand on line store ([www.ibox.it](http://www.ibox.it)) and first television commerce channel on air on No. 68 of digital terrestrial TV.***

***Ibox.it is a multibrand store offering the best of global fashion  
Channel 68 on digital terrestrial is the first on which on-the-spot purchase  
can be made.***

*Milan, June 6, 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 - officially launches the first Television Commerce (T-commerce) channel: **iBox.it** broadcast from today on channel 68 of digital terrestrial television and directly streamed on Facebook and ibox.it.*

*Viewers can purchase products directly from the TV, simply by snapping on the camera of their smartphone the QR Code appearing on the screen, or by sending a message with the code of the product they wish to purchase. The system is directly connected to the iBox.it multibrand online store and - in just a few moments - the viewer will see on their mobile device the product description and a purchase option.*

*iBox.it is a further development of Giglio Group’s exclusive and technologically advancing e-commerce 4.0 model. The launch of channel 68 comes just a few days after the agreement with WeChat for T-commerce in China - a strategic operation with the number one internet media company in China, created for Italian fashion Brands and allowing them to quickly enter the digital Chinese market and consolidate.*

***Alessandro Giglio, Chairman and CEO of Giglio Group stated: “T-Commerce is the evolution of e-commerce, breaking free of older paradigms. It is the new user experience for millennials, definitively making the e-commerce model obsolete, integrating e-commerce, TV, social media, web and mobile into a single buying experience. We today launch the ibox.it multibrand store and Television Commerce, a true revolution in how we think of on-line sales and the Ibox.it multibrand store - debuting in Italy and shortly after going global. This achievement represents a new line of business and an additional and important revenue stream”.***

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## **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).*

## **CONTACTS**

### **Press Office:**

Spriano Communication&Partners  
Matteo Russo and Cristina Tronconi  
Tel. 02 83635708 mob. 347/9834881  
[mrusso@sprianocommunication.com](mailto:mrusso@sprianocommunication.com)  
[ctronconi@sprianocommunication.com](mailto:ctronconi@sprianocommunication.com)

### **Investor Relations:**

Myriam Amato  
Francesca Cocco  
[ir@giglio.org](mailto:ir@giglio.org)  
(+39)0283974207