



GIGLIO GROUP SPA: AGREEMENT WITH ANTICA SARTORIA BY Giacomo Cinque FOR THE CREATION OF THEIR E-COMMERCE WEBSITE AND FOR THE MARKETING AUTOMATION STRATEGY

Milan, 29 October 2020 – Giglio Group S.p.A., the leading company for the design, creation and management of high value-added e-commerce platforms listed on the STAR segment of Borsa Italiana (Ticker GG.MI.), signed an annual agreement, through its subsidiary Terashop (fully-owned by Giglio Group), with Antica Sartoria Srl (which marked a turnover in 2019 of around 30 million euros) - historic brand of the famous "Moda Positano" with retail outlets in the most exclusive seaside locations - for implementing its B2B and B2C e-commerce websites and supporting its Marketing Automation strategy.

Pursuant to the agreement, Terashop will implement two e-commerce websites on its own platform dedicated to the products of Antica Sartoria By Giacomo Cinque, a business-to-business and a business-to-consumers one. Moreover, the agreement also provides for the planning of a Marketing Automation strategy.

With this agreement, Antica Sartoria By Giacomo Cinque, known for its unique style made of colours, embroidery and many new seasonal releases, certifies Terashop as its sole provider for the "Pronto Moda" division*; the new digital platform will allow for a more efficient market launch of the brand's new models, offering an all-round digital interaction between consumers and retailers, thus partially replacing the wholesale physical purchases that took place until Fall/Winter 2019.

Marketing Automation is the software-based automation of some of the main marketing activities of a brand, implemented by tracking all online activities carried out by each single user. And this a rather significant aspect: as a matter of fact, Marketing Automation is in growing demand, as it has become a necessity for every brand with an online presence. It is estimated that, by 2025, the turnover of the Marketing Automation sector will be greater than USD 7 billion** on a global scale.

**Pronto Moda: a production method characterised by tight production times with continuous releases and sudden restocking.*

***fonte: advmedialab.com*

Information on Giglio Group: Founded by Alessandro Giglio in 2003 and listed on the STAR segment of Borsa Italiana ever since 2018, Giglio Group is the leading company for the design, creation and management of e-commerce platforms of Italy's most important Fashion, Design, Lifestyle, Food and Healthcare firms. The Company is based in Milan, but it is also present with offices in New York, Shanghai, Hong Kong, Rome, Lugano and Genoa. Thanks to its remarkable expertise, Giglio Group accompanies its customers in the online distribution of their products through a unique platform which, starting from the implementation of fully tailor-made and managed monobrand e-store, automatically connects them to world's major marketplaces. This is the uniqueness of a widespread digital distribution service that ensures 100% products' sale.

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