



GIGLIO GROUP SIGNS AND AGREEMENT WITH WELLA ITALIA FOR A PERSONAL CARE E-STORE

Milan, 12 April 2021 - Giglio Group, through its subsidiary E-Commerce Outsourcing S.r.l., signed a three-year agreement with Wella Italia S.r.l., the leading company in the sale of hair care products (such as Wella Professionals, System Professional, Sebastian Professional and WeDo), in order to create and develop a B2B e-store dedicated to body and hair care products.

This important partnership will unite a leading company in the high value-added e-commerce sector world wide, that is Giglio Group, with a famous hairstyling company that used Liz Taylor as her exclusive testimonial, that is Wella.

Giglio Group shall provide Wella Italia with the following services for its full e-commerce management: web design; development, integration and customisation of e-store, creation and update of customised areas of Beauty Salons and hairdressers; management and uploading of Salons' tutorial videos on how to use the products; customer loyalty programmes; invoicing; storage and logistics; hosting services; security management; e-store performance analysis; orders and payment management; catalogues management; products shipment, loyalty programme management (digital points collection after every purchase); newsletter and multi-channel customer services.

Moreover, through the website www.Myhairboutique.it, the client will be able to ask for direct advices from the Beauty Salons, a sort of "digital extension" aimed at giving advices on how to use the best hair care products also from home.

"For the first time, all of the functions and technologies built by Giglio Group over the years are finally converging into a complete and organic solution aimed at maximising the technological potential of our cutting-edge group. Furthermore, thanks to the e-commerce, we can finally get over the concept that cosmetics are used only for the care of our outer appearance, focusing also on their psychological effect. Indeed, for many people, curing our image means boosting our self-confidence and engage with others in a better way", said Alessandro Giglio, Chairman of Giglio Group.

"Myhairboutique.it is much more than a simple e-store where clients can purchase Wella's products, because it represents a true platform where customers can meet their salons and learn how to use their favourite products through many tutorial and step-by-step guides. Moreover, in its first year of existence, Myhairboutique.it aims at collaborating with 1,000 salons and to reach 100,000 final clients", said Paolo Gialdi, Marketing Director of Wella Italia.

Information on Giglio Group:

Founded 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 high value-added e-commerce platforms in Italy for Fashion, Design, Lifestyle and, more recently, Food and Healthcare sectors. The Company is based in Milan, but it is also present with offices in New York, Shanghai, 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, starting from the implementation of fully tailor-made and managed monobrand e-store. Moreover, the Company integrates its business with the dedicated placement on main marketplaces worldwide, ensuring the online management of both new collections and inventories stock. The uniqueness of a "complete-supply-chain" online service thus ensures a 100% sell-through rate.

Information on Wella Company:

Wella Company is one of the leading beauty products' firm in the world, and it includes a family of iconic brands such as Wella Professionals, Clairol, OPI, Nioxin and GHD. With 6,000 employees worldwide and a presence in more than 100 countries, the mission of Wella Company and its brands is to bring customers to see their true self through the power of positive change. Wella Company is co-created and designed by and for beauty-products aficionados of today and tomorrow, and it is strongly committed towards diversity, inclusion, sustainability and a series of social causes. For more information on Wella, see www.wellacompany.com.

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