



ARTIFICIAL INTELLIGENCE APPLIED TO MARKETING AUTOMATION: GIGLIO GROUP SIGNS AN EXCLUSIVE COMMERCIAL AGREEMENT WITH EDRONE AND FURTHER EXPANDS ITS OFFER, ENSURING NEW, HYPER-CUSTOMISED AND CUTTING-EDGE ONLINE PURCHASE EXPERIENCES.

Milan, 1st september 2021 - **Giglio Group S.p.A. (Ticker GG)** - a company listed on the MTA-STAR segment of the Italian stock-exchange market managed Borsa Italiana S.p.A.- a leader in the design, creation and management of high added-value e-commerce platforms, through its subsidiary "7Hype", signed an important cooperation agreement, in exclusive for Italy and Switzerland, with "**Edrone**", a Krakow-based company experienced in e-commerce **Marketing Automation** software enhanced by **Artificial Intelligence** for an even faster customised messaging service designed for sales. The huge possibilities offered by **Edrone's AI** range from the ability to foresee the clients' needs to the possibility of purchasing products from an **e-commerce website using only your voice**.

Based on the aforementioned agreement, Giglio Group (via its subsidiary 7Hype) launches a process of acquisition and supply of the Edrone system for its clients in Italy. Edrone will participate financially in the marketing activities carried out by 7Hype, one of the world's leading experts in **Marketing Automation strategies**.

As a matter of fact, 7Hype will become **Edrone's** exclusive reseller, both with a Stand-alone Licence and in conjunction with its Marketing Automation services based on a Timing Belt Method (as well as with Terashop's End-to-End E-commerce Platform); to complete the offer, training courses will be developed in order to certify Edrone experts.

Moreover, the reseller agreement will also focus on R&D: by doing so, Giglio Group (via its subsidiary 7Hype) shall lead its activities into the future of Marketing Automation, from consultancy to funnel construction and from results measurement to omni-channel strategies.

The agreement also provides for the allocation of joint resources in accordance with the principle of common and ongoing growth.

The reference market of this agreement will be Martech (Marketing Technologies), which is worth an estimated \$ 121.5 billion worldwide, with an increase of more than 20% in the last year.

Alessandro Giglio, Chairman of Giglio Group S.p.A., declared: "*For us, who wish to continue being the forerunners of the new digital frontiers, the agreement with Edrone represents another paramount step in the right direction*".

Michal Blak, CEO of Edrone, declared: "*Within our global expansion policy, we identified 7Hype as the right partner for achieving high sales targets on the Italian market*".

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.

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