



GIGLIO GROUP - METAVERSE AND NFT: THE NEW BUSINESS UNIT "GIGLIO META", DEDICATED TO THE DEVELOPMENT OF METAVERSE AND NFT PROJECTS, IS NOW OPERATIVE

WWW.GIGLIOMETA.COM

Milan, 12 January 2022. Giglio Group S.p.A. (Ticker GG), company listed on the MTA-STAR segment of Borsa Italiana S.p.A., after an year of intense work and important investments, has opened up its new business unit "**Giglio Meta**" dedicated to Metaverse and NFT projects.

In 2021, Giglio Group has invested on a intense activity of R&D aimed at integrating the Blockchain with the Group's proprietary platforms; this activity was completed with great success, giving birth to a new team of specialised professionals that are already allowing Giglio Group to offer to businesses, brands, artists and entities the assistance they need in order to gain access to the three-dimensional space of the Metaverse and of NFTs in many sectors, from Art to Fashion, Sport and Design.

Giglio Meta's team is already operative on all main Metaverses, from Roblox to The Sandbox and Decentraland, and also on the VR experience of Meta Quest Facebook; moreover, the team has become closely integrated with the main NFT platforms such as Open Sea, the leading marketplace of the moment in the world.

The operative unit is capable of ensuring the creation of the entire development process of a project, from the specific business sector analysis to the launch of NFTs on the market, besides producing multimedia, three-dimensional contents capable of engaging the user in a virtual experience unique in each Metaverse.

According to Chainalysis, in 2021, the global NFT market generated transactions for a value of \$ 26.9 billion in cryptocurrencies*; with this specialised business unit Giglio has become the first Italian company completely developed for this futuristic digital segment of the market, also thanks to the experience accrued over these months of study, which is being applied to upcoming projects that will be announced shortly.

Alessandro Giglio, Chairman of Giglio Group S.p.A., declared: *"NFTs represent the future, and being a pathfinder in this sector is paramount both in order to obtain a competitive advantage on the market and because of the endless profit possibilities they offer. The key to the NFTs' success lay in their power to give value to those products that had none before, but also in their capacity to solve those digital needs that have been disregarded for too long. The fields of application are countless, as are the reasons behind these tools: just imagine digital art, or creators' rights; now, it is possible to create a digital copy of the product for sale, such as a single product, an artwork or a collection of thousands of art pieces, and to open up a Metaverse in*

which showcase your own NFTs. All this, with the added value of the decentralisation and traceability offered by the use of Blockchain technologies. We are in the right place, at the right time... and with the right skills."

For more information on the new business unit of Giglio Group, please visit the website www.gigliometa.com

Glossary:

Metaverse: described as a sort of an online shared virtual reality where everyone is represented by a three-dimensional avatar. It can be a virtual place, a digital market or an actual parallel community in which users live, create, sell and purchase goods.

NFT: non-fungible token, an encrypted certificate validating the uniqueness of a digital object. These certificates are kept in a digital portfolio (aka Wallet) and are usually produced in a limited number, thus becoming exclusive and valuable assets.

*cit: <https://www.italian.tech> (news 11 dicembre 2021)

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 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, 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.

For further information:

Investor Relations: ir@giglio.org (+39)0283974207

Public Relations: elena.gallo@giglio.org