



GIGLIO GROUP SPA: NEW SALES BOOSTING STRATEGY FOR ONLINE CHANNELS AFTER LOCKDOWN OF PHYSICAL STORES

Milan, 12 March 2020 - **Giglio Group S.p.A. (Ticker GG)** – the leading *e-commerce* 4.0 company listed on the MTA-STAR market of Borsa Italiana, following the lockdown of all non-essential physical stores set forth by Prime Minister's Decree of 11 March 2020, has developed an online sales strategy aimed at supporting the brands in recovering from the massive losses of turnover that are being recorded due to the ongoing health emergency.

We tested our e-commerce strategy between 7 and 8 March together with a well-known Italian brand, causing a sales increase -on a same period basis- of 59%, generating an ever-growing turnover. This result is relevant if we take into account the emergency state in which we are currently living.

Giglio Group's strategy provides for the instantaneous connection of a platform to the e-commerce website of the brand, with a private sales' approach that boosts purchases through tailor-made discounts. The strategy also provides for the development of a ghost area in which the product is sold with a "family&friends" logic, though the application of discounts, outlet products, mid-season discounts and private sales, all aimed at attracting new traffic. It will be possible to invite part of the customers in this special area, as well as entering into lead generation activities through affiliate networks.

Moreover, through the instantaneous connection of the e-commerce website to the biggest marketplaces in the world, on which 60% of sales is already taking place, it is possible to accelerate the sales and marketing process of the products.

The new e-commerce technology designed by Giglio Group is already available for its portfolio of clients, but starting from today, it shall also be made available to all those brand who have their own e-commerce platform. With this project, Giglio Group carries on with its aim of boosting the digital distribution of Made-in-Italy products worldwide.

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 and Food brands. 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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