

Disclaimer



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Our history



GIGLIO G R O U P s.p.A.

Giglio Group is established and the television channel Music Box is founded





2010

- Play.Me (LCN 68) TV channel starts broadcasting
- Dada purchases a further 15% increasing its stake to 25%

2011

- Acqua (LCN 65) TV channel starts broadcasting acqua
- Yacht and Sail TV channel is purchased from the RCS group
- Nautical Channel is established: it is distributed in 52 nations and 5 continents and is the only Pay TV television channel in the world, entirely dedicated to sailing and water sports
- **Buongiorno Spa** purchases 100% of Dada (Dmobilelab Spa) including the stake in Giglio Group

2014

- **Giglio TV** was founded at the end of July, it is the first television channel in China, entirely dedicated to the Italian lifestyle
- The 49% of Giglio TV is participated equally by the Ministero dello Sviluppo Economico (the Ministry of Economy and Development) and SIMEST
- At the end of November, Giglio Group increased its stake in Nautical Channel to 100%







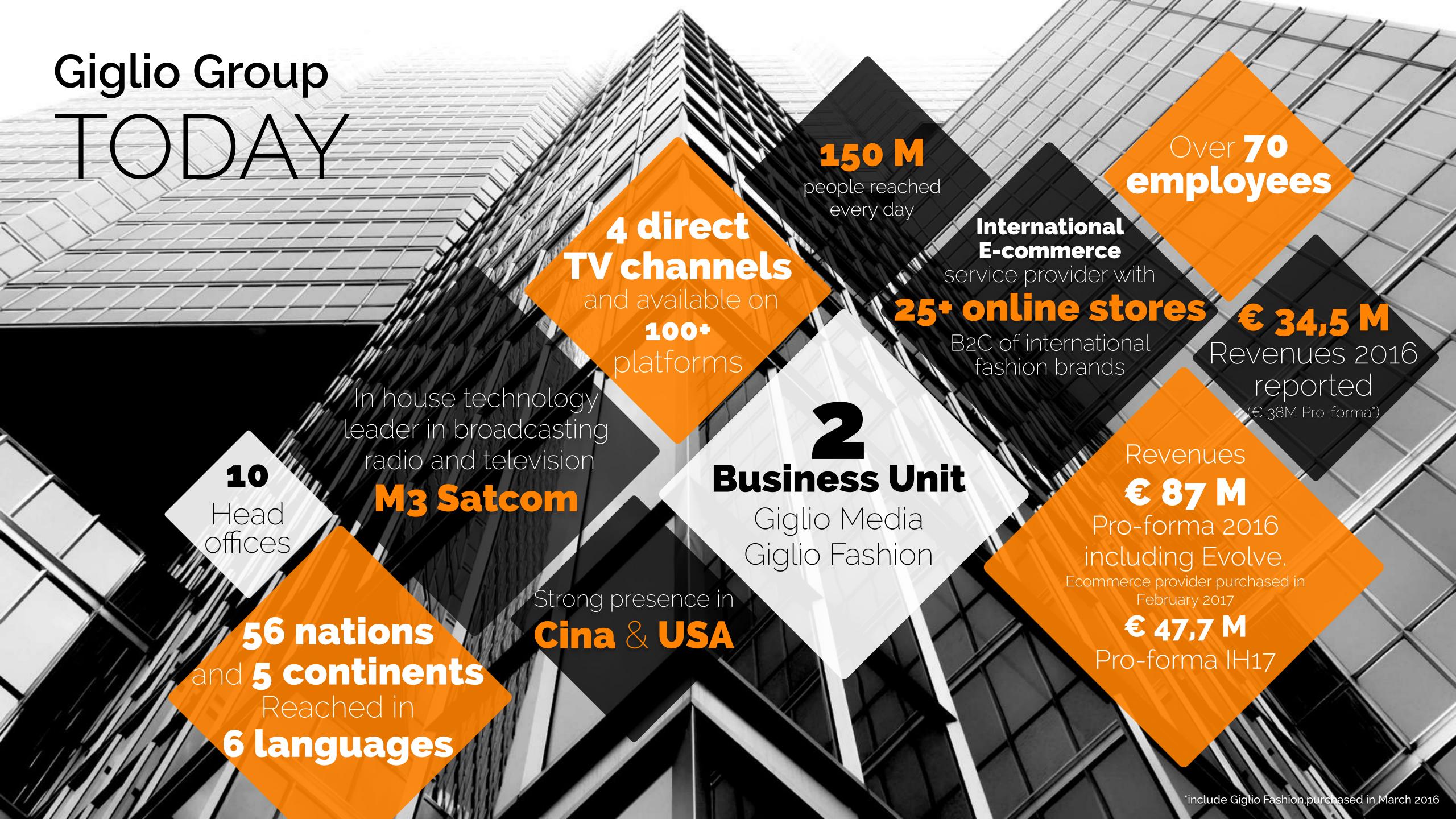
Acquisition of MF Fashion (which becomes Giglio Fashion), the new online marketplace at a worldwide level for products in the category of fashion

20

evolve

- Giglio Group purchases 100% of **Evolve Service**, one of the most important players in the e-commerce industry for fashion, beauty and design
- iBox, the E-commerce 4.0 project is launched















GIGLIO

GIGLIO MEDIA is the division dedicated to the production of multimedia contents distributed over 130 digital platforms around the world. It distributes the excellence of the Italian lifestyle to leading digital retailers in the world by leveraging on its multimedia contents.

- 4 Direct TV Channels
- **Distribution on web and mobile**: Amazon, Google Play, Roku, iTunes, iYOUKU TUDOU, Sling Tv, IQIYI and CHINA TELECOM, CHINA UNICOM and CHINA MOBILE
- Strategic agreements with all the Chinese telecom companies
- Co-productions: CCTV and Vietnam TV







Overseas

Pay TV

Digital Terrestrial Free



The first and only Italian broadcasting Group with exclusive distribution in China and Vietnam on all the major TV and web platforms with its content entirely dedicated to the Made in Italy and Italian lifestyle. A relevant stake is held by the Italian Ministry of Economic Development (Ministero Italiano dello Sviluppo Economico)



Distributed in 52 nations and 5 continents,

Nautical Channel is the only television channel in the world entirely dedicated to boating and water sports

acqua

The first and only free TV thematic channel on sailing and water sports, it's been broadcasting since 2014 the memorable Yacht & Sail channel.

Aqua is dedicated to sailing and represents the Italian benchmark for ship-owners and shipyards.

Play.me 🔾

It broadcasts the memorable **LIVE channel** (Live concerts)
and **Music Box**(videoclips 24/7).
"Play.me" was the first television channel to be visible in simultaneous streaming on Facebook

Strategic agreement and partnership signed with:



Class Tv Moda Holding*: undisputed leading player in fashion on TV, not only in Italy but on an international scale



ClassHORSE.TV**: first Italian channel dedicated to the world of horses and horseback riding and international reference point in this field



Amazon Media: Nautical Channel will be the only Italian channel selected to launch the **Amazon Channels** platform, video on demand platform of **Amazon.com**, in Germany, Austria and UK



Gambero Rosso: partnership for the creation and distribution of the international tv channel entirely dedicated to Made in Italy food



Agreement with **Media Nusantara Citra**, leading Pay TV services provider in Indonesia and biggest media company in South-east Asia for the coproduction of a series of "Fashion&Style" television content for the main Indonesian TV channels.

Owned at 50 ** Inderectly holded through the 3% partecipation in the parent company Pegaso

Media Division / Giglio Media























































Magine V (





































































































M-Three s a t c o m

- M3 Satcom S.p.A. is the **Italian leader in providing services and solutions to TV and radio broadcast** market
- With M3 Satcom Giglio Group acquired the technological branch necessary to implement a far-reaching industrial plan, **synergic and strategic at the same time**: the creation of a leading player in the media and communication industry, able to establish itself as a global television network covering a large number of countries, from the United States to the Republic of China
- Besides providing the worldwide distribution of Giglio channels, M3 Satcom offers top-level broadcasting services and solutions to primary domestic and international television networks (RAI, Mediaset, La7, RTL102.5, Radio 24, Viacom, QVC, Radio Deejay, Discovery and many other international broadcasters)













































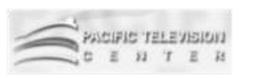










































































- Giglio Fashion was created with the aim of leading Giglio Group through a complete evolution and becoming an E-commerce Media Company
- Founded in 2012 with the idea of bringing the unsold inventory of the Giglio Fashion Clients to the world's leading digital retailers: Vente Privée, Yoox, Zalando, Saldi Privati, Amazon and Buy Vip
- Giglio Fashion is the First B2B company in Italy entirely dedicated to this online channel. Represent the first step for on-line B2B marketing of on and off-season collections of Giglio clients: Versace, Moschino, Dsquared2, Missoni, Just Cavalli, Twin-Set, Geox, Baldinini, Giorgio Armani, Bluegirl, Dolce & Gabbana, and Collistar







evolve

Acquired by Giglio Group in February 2017*, Evolve is a leading e-commerce service provider at a global level, competing with the world's largest online retail players in fashion, beauty and design

- Evolve serves over 25 B2C international monobrand online stores in the fashion and design sector: Max Mara, Colmar, Alessi, Brics, Pinko, Moleskine, Golden Goose, Patrizia Pepe, Ermanno Scervino, and Stefano Ricci
- As a result of the expertise acquired as an e-commerce provider, Evolve also provides B2B services for online platforms (Liu Jo e Guess)



*Acquisition executed in April 2017



Baldinini MaxMara MISSONI VERSACE DSOUARED **ALESSI** Pollini *****IMOLESKINE** evolve MOSCHINO GIORGIO ARMANI ERMANNO SCERVINO GIGLIO <u>JUS</u>TC**avalli** TWIN-SET **FASHION** MANS SIMONA BARBIERI **VENEZIA**



PATRIZIA PEPE

CoSTUME NATIONAL

COLMAR

STEFANO RICCI GUESS PINKO LIUJO

Market place management



America

Amazon,
Bloomindel, Macy's,
Century 21, Century
21 Outlets, Neiman
Marcus, Sacks,
Overstok, Beyond
the Rack, Zulily,
Haute Look,
Nordstrom Outlet,
Nordstrom Rack,
Lastcall, Groupon,
T.J. Maxx, Ruelala,
Myhabit, Gilt, Bluefly

Europe

Zalando, Asos,
Mr Porter, Net a Porter,
Yoox, Nelly, Fashion
Days, TK Max, Brand
Alley, Vente Privee,
Showroom Privee,
Privalia, Vente,
Exclusives, Brand 4
Friends, Dalani,
Buy Vip, Zalando
Lounge, Saldi Privati,
Fashion Days, Kupi Vip,
Members Shop,
Members

Asia

Vip, Amazon
India,
Fashion And You,
Jd, Mei, Myntra,
Jabong, Trendyol,
Marka Vip, Xiupin,
Xiu, Vip Shop,
Shangpin, Zhen,
Ymatou, Amazon
China, Jiapin,
Matahari Mall,
Secoo

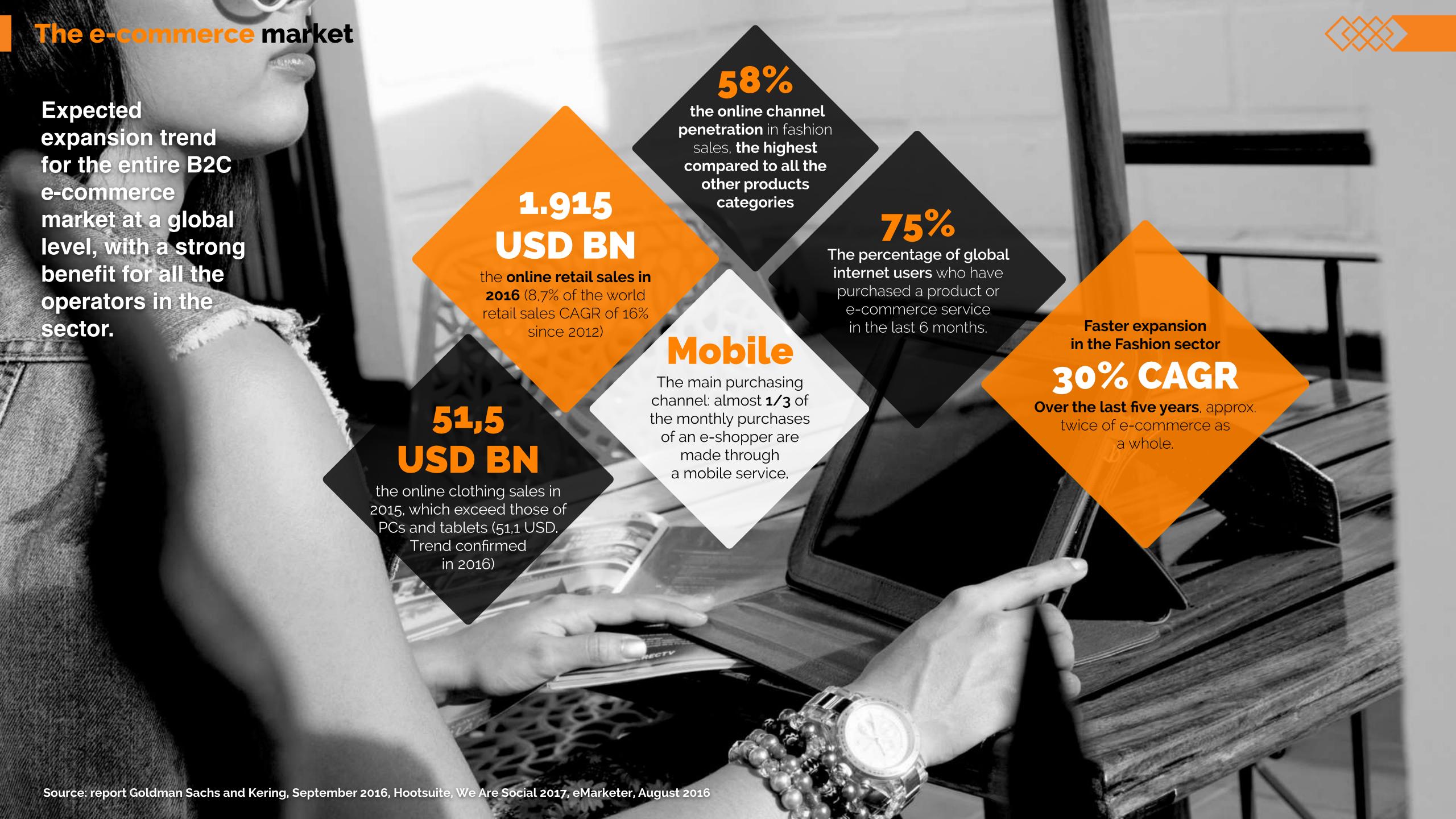






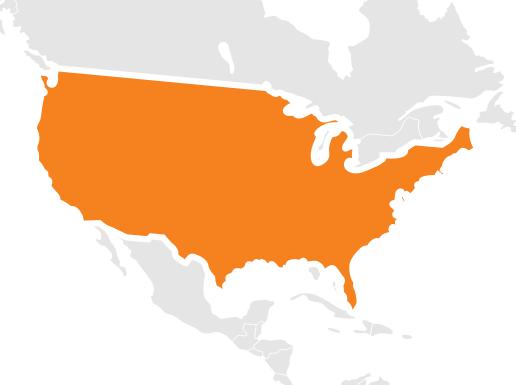


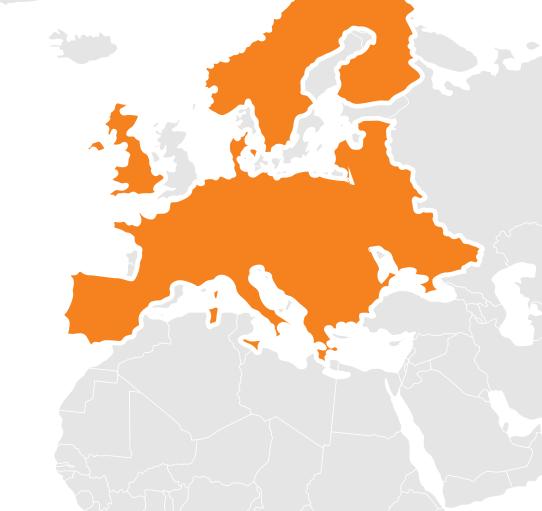




The e-commerce market









Asia-Pacific
the strongest region
in e-commerce B2C
in 2015 of products (960,4 USD
BN, +17,5% vs 2015), followed by North
America (500,3 USD BN) vs Europa (399,3
USD BN)

711M active
shoppers in Asia
in 2016, 295,6M in Europe
and 207,8M in North America

Europe at the top of the list in average expenditure for e-shopper (2.115 USD), followed by North America (1.830 USD) and

Asia-Pacific (1.252 USD)

Internet and mobile

(broadcast + broadband) and wide spreading of touchscreen (Smartphone, tablet) devices are radically changing the experience of who

Hybridization of TV,

follows audiovisual content

+15% the annual expected growth of e-commerce for the luxury sector until

2020 (with an expected CAGR in luxury of +4% from now to 2025)

20% the penetration of online channels in 2026 on worldwide sales

Asia-Pacific will remain the biggest retail online market in the world, with a faster expansion and revenue close to a trillion dollars in 2016 reaching 2.725 USD BN dollars by 2020

The expanding Chinese middle class will drive the growth, with Chinese consumers increasing the share of overall market from 32% to 34% in 2020

Source: report Goldman Sachs and Kering, September 2016, multi screening and social TV. The changing landscape of TV consumption in Italy, Hootsuite, We Are Social 2017, eMarketer, August 2016. Bain & Company Luxury Market Monitor

Strategic Guidelines



Giglio Group today



Giglio Group started as a pure **media** company (content producer and provider) and moved to the **e-commerce** market after completing two important acquisitions

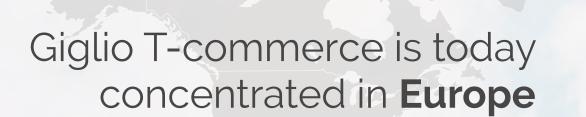
GIGLIO G R O U P s.p.A.

M-Three s a t c o m

M3 Satcom: acquisition strengthened Giglio's positioning, integrating Giglio with one of the major broadcasting service providers, able to provide the worldwide distribution of Giglio Channel

evolve

Positioning itself as the direct manager of their B2C e-commerce channels, Evolve also provide its customers with a range of services across the e-commerce value chain, starting with increasing the traffic through an **innovative T-commerce platform integrated with Giglio Media channels** with specific exposure to fast expanding markets





With Giglio Fashion Giglio Group becomes a real **e-commerce Media Company**



From the integration of the two media and e-commerce business a new project, under the name of iBox, took place

Strategic partnerships for the distribution on a global scale of Class TV Moda Holding, Class Horse TV, Gambero Rosso and Nautical Channel: ibox enriches its network of new channels for the promotion and sell of the Made in Italy in the world, and Amazon Media becomes Giglio' strategic partner for the distribution of Nautical Channel in Europe

Strategic Guidelines



Next Steps

Enlarge the network

Today the content diffusion, promotion and marketing take place on Giglio Group's channels.

In the future **replicate the T-commerce model** in other countries **expanding the current channels network**

Integration of B2C with B2B

Starting from the on-season and completing the off-season product life cycle by absorbing stocks and reselling them through the market place network and platform.



Expansion in China and USA

Leveraging on the business model replicability exporting iBox in new markets, in particular **China and USA**, the **fast expanding markets** where Giglio Group is already present with its own media channels

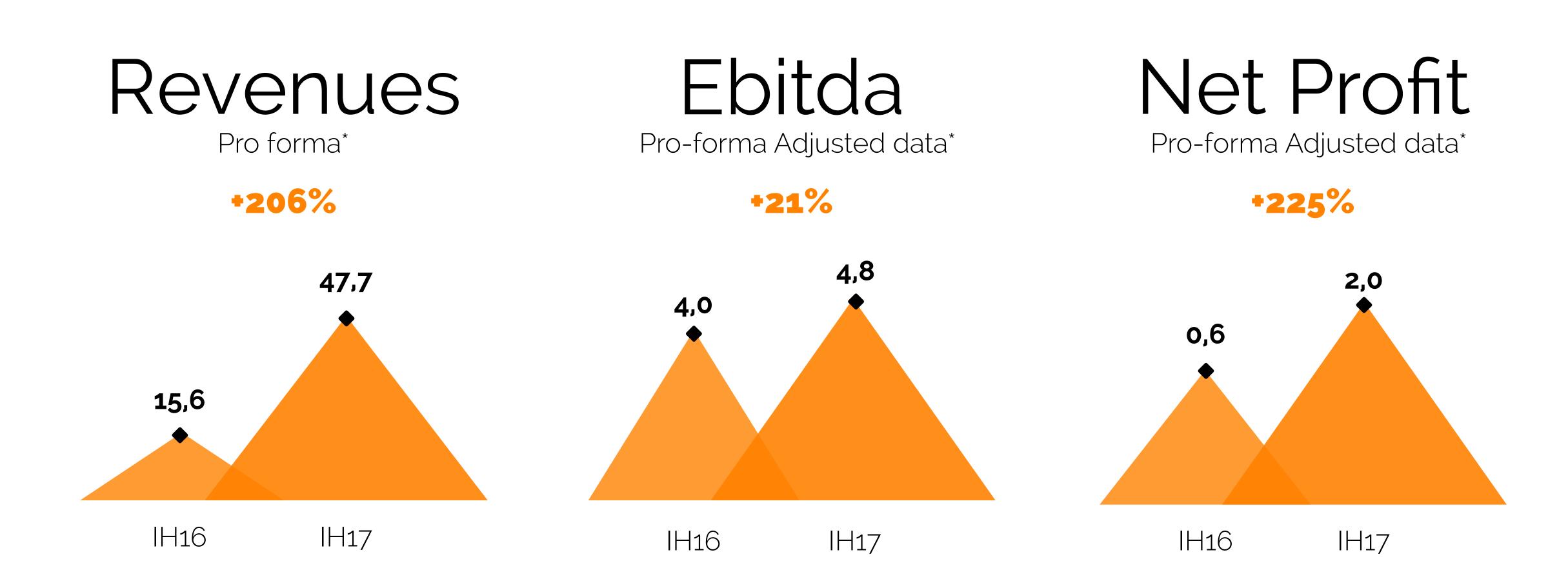
E-commerce 4.0

Board of Directors and Management Team Andrew Michael Miller Scatigna Programming Manager in Director charge for the Yue e-commerce Zhao division **Alessandro** Member of the Board of Michele **Valentini** Directors Magnifichi Business Development Media Unit Manager China Director Alessandro Santamaria Anna Maria Alessandro Digital & Strategic Managing Director Lezzi Giglio **Myriam** CCO Chairman & **Amato** CEO CFO Giglio Group Carlo **Frigato** Elena Member of the Giorgio Board of Gallo Directors Mosci Manager in charge for Leading Marketing Independent Director **Fabio Marchesi** Massimo Manager in charge Mancini of the Fashion Graziella division General Capellini Manager Independent Director

Financial Highlights IH2017



Pro-forma Adjusted data* Data in €M



^{*}Pro forma results include the consolidation of the Evolve Group now Ibox (whose acquisition was concluded at the end of April 2017) as of January 1, 2017. EBITDA and Net Profit adjusted for non-recurring costs totaling € 1.3 million for listing costs of € 0.8 million, the earn out to the previous shareholder of the Giglio Fashion division acquired in 2016, amounting to Euro 0.2 million and the costs related to the acquisition of Euro 0.3 million of the company Evolve SA.

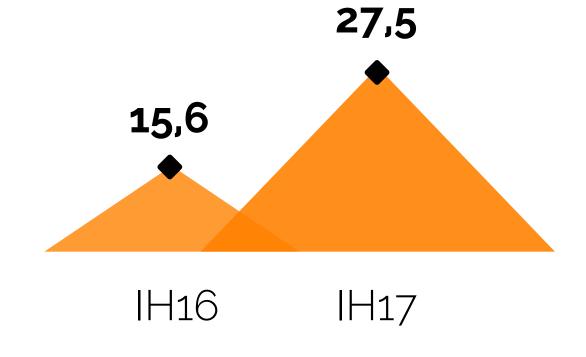
Financial Highlights IH2017



Pro-forma Adjusted data*



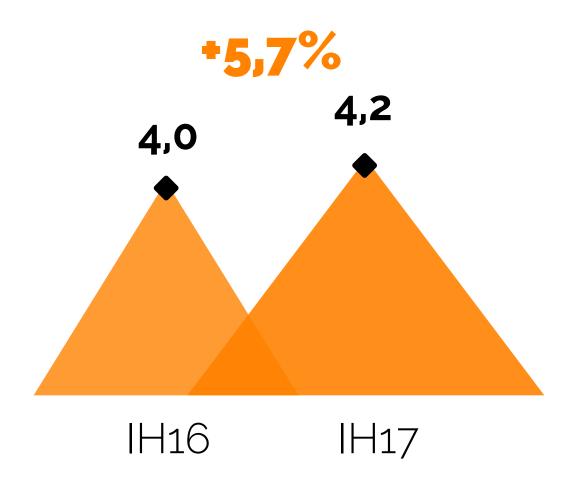




+76,3%

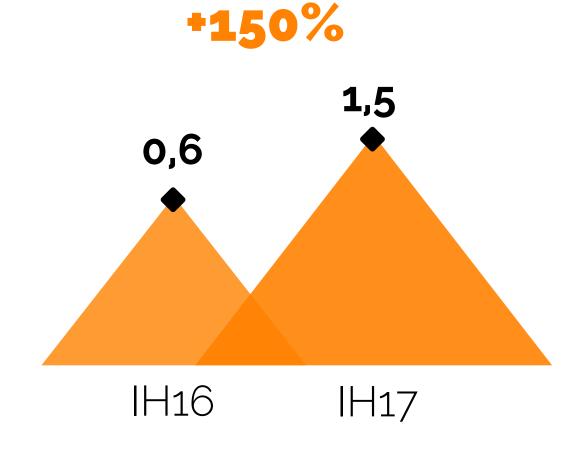
Ebitda

Adjusted data*

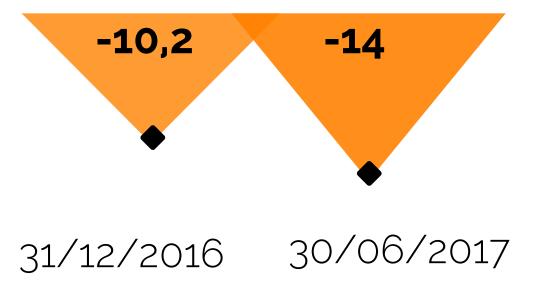


Net income

Adjusted data*



Net Financial Position

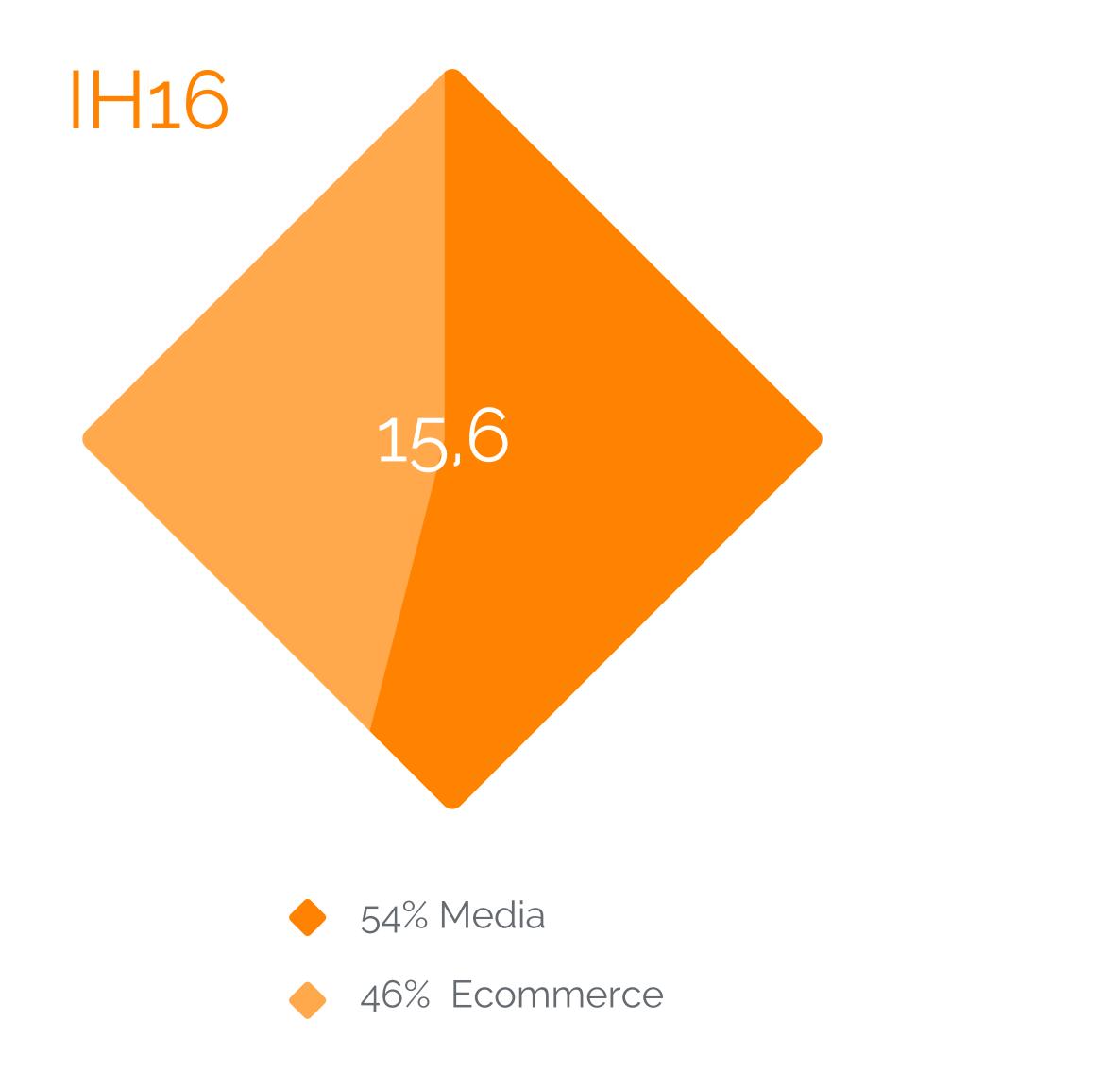


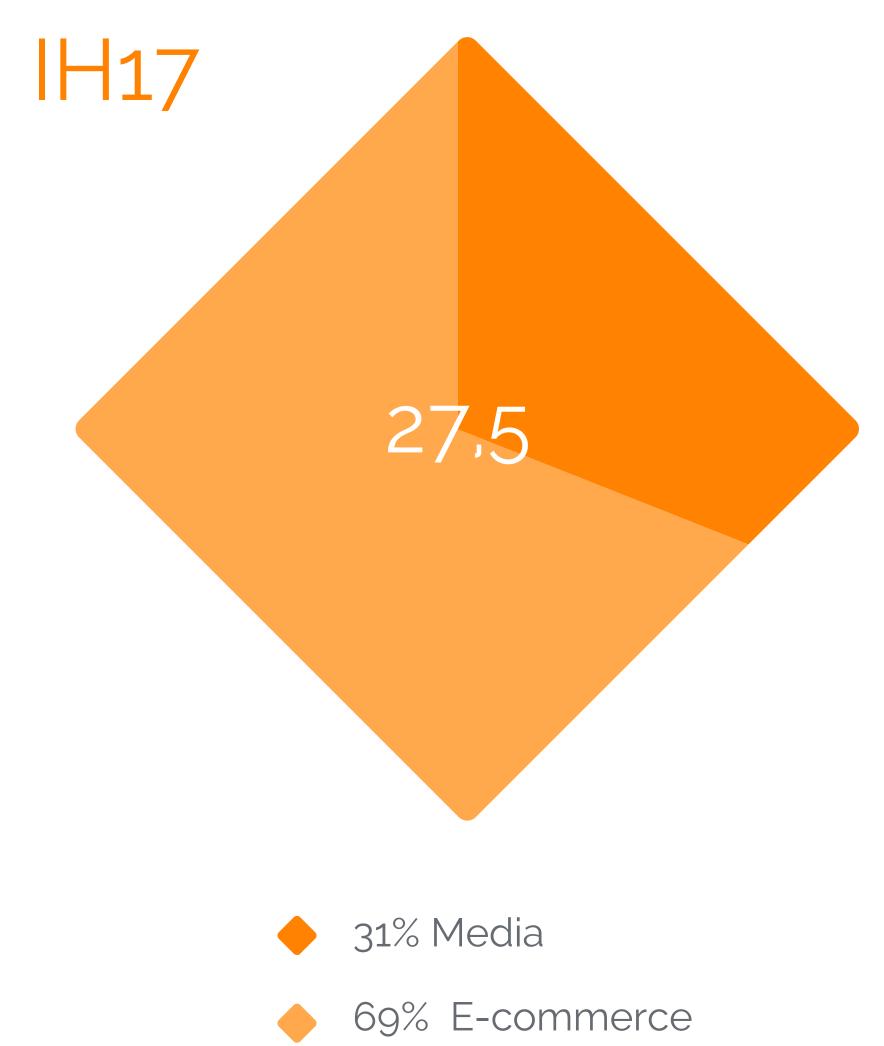
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Financial Highlights IH2017: Revenues by Business Unit



Data in €M

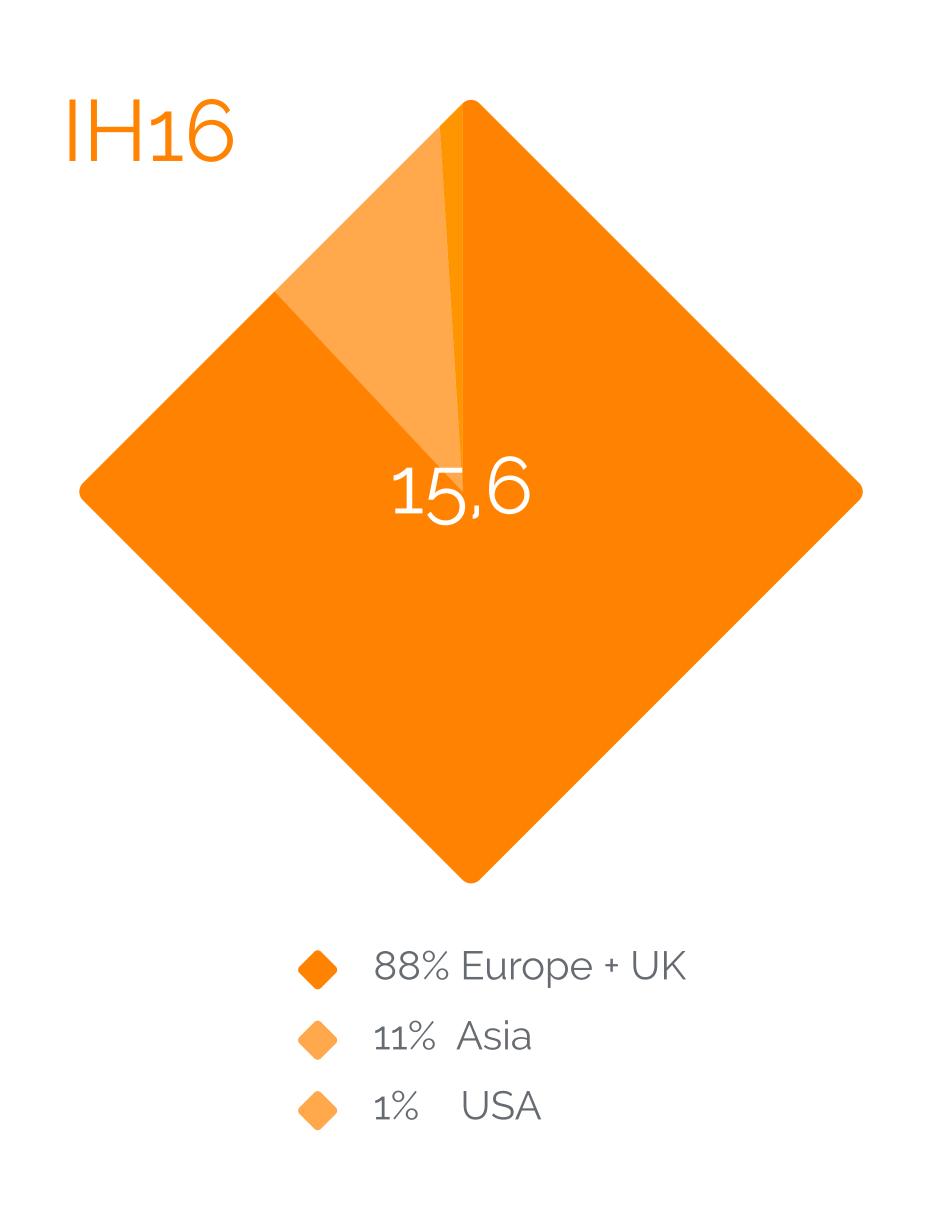


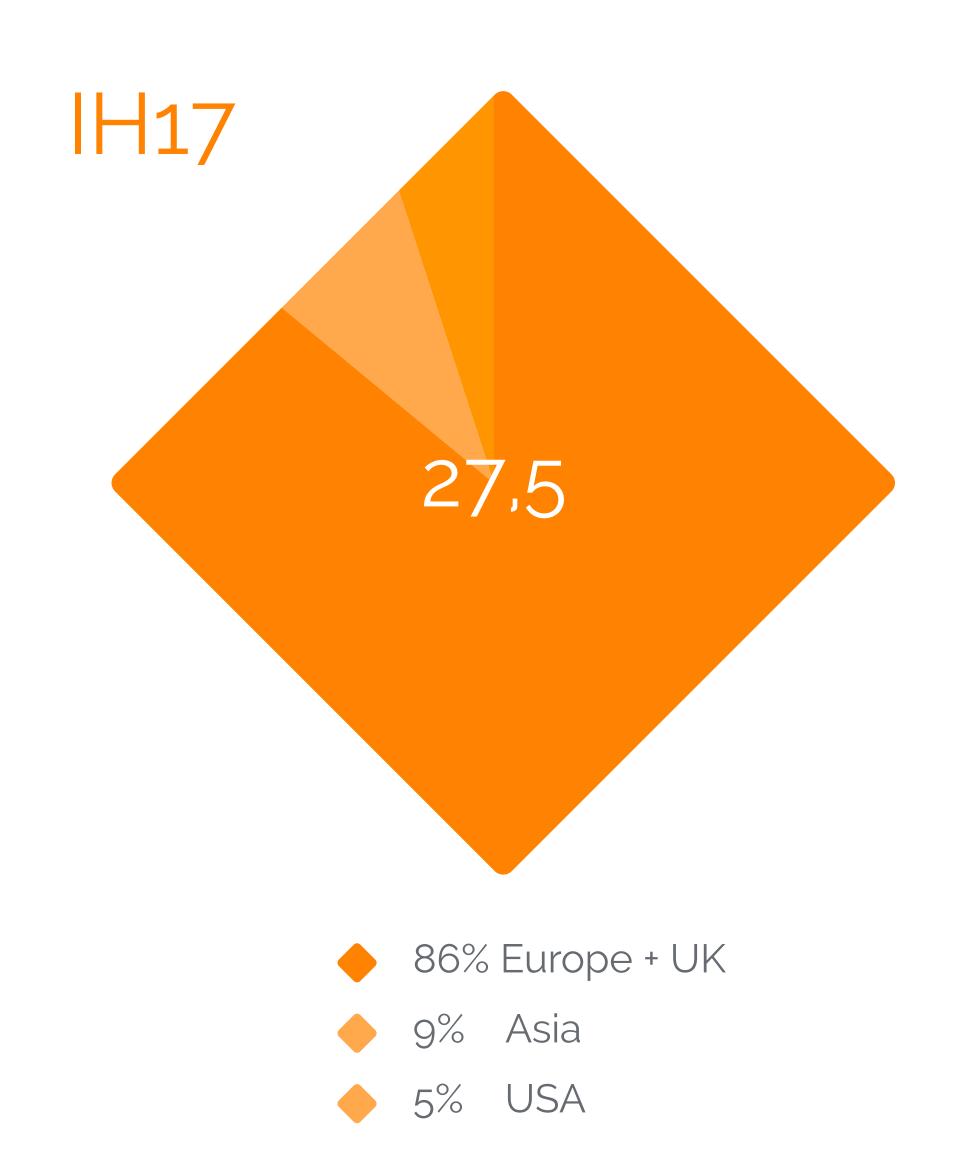


Financial Highlights IH2017: Revenues by Geographic Area



Data in €M

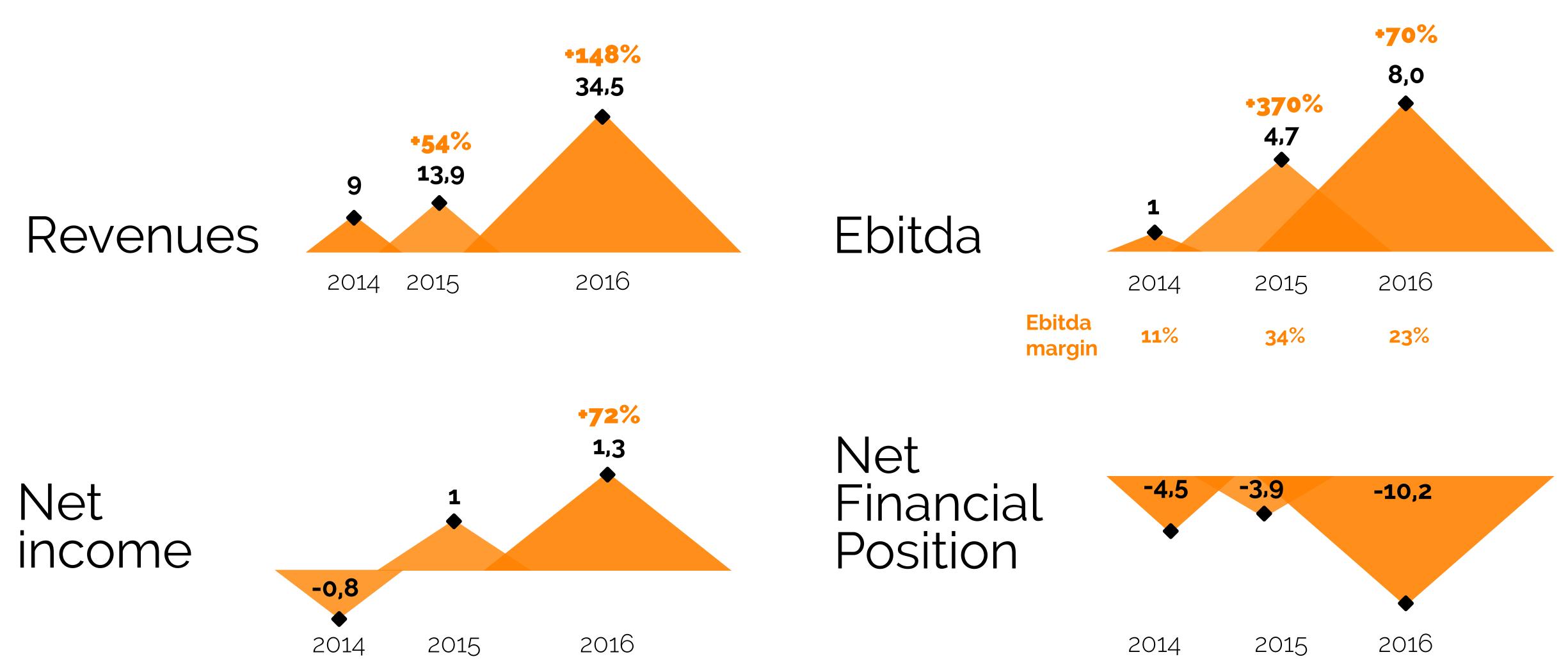




Financial Highlights FY2016



Data in €M



Giglio Group Shareholders ID











Total shares, 16.040.250



Income Statement IH2017



Reported

INCOME STATEMENT	30.06.2017	30.06.2016
Revenues	27.503.391	15.602.355
Operating Costs	23.426.643	11.361.572
ADDED VALUE (Difference between Revenue and Operating Costs)	4.076.749	4.240.783
Added Value %	15%	27%
Total Personnel costs	1.160.214	703.669
EBITDA	2.916.534	3.986.032
EBITDA %	11%	26%
Depreciation and amortization costs	2.493.994	2.170.736
Non recurring costs		448.918
EBIT	422.540	1.366.377
Financial costs	319.051	136.103
INCOME BEFORE TAXES	103.488	1.230.274
Taxes	-52.884	612.383
NET INCOME	156.372	617.891

Balance Sheet IH2017



CONSOLIDATED BALANCE SHEET	30.06.2017	31.12.2016
NON CURRENT ASSETS		
Tangible assets	6.635.479	6'965'001
Intangible assets	10.107.092	8.710.066
Distribution Rights	_	-
Editing Right	9.564.167	8.426.571
Other Intangible	542.925	283.495
Goodwill	11.718.064	4.134.439
Investments in associated	150.011	-
Receivables	144.711	139.658
Tax deferred assets	646.540	198.396
TOTAL NON CURRENT ASSETS	29.401.898	20.147.560
CURRENT ASSETS		
Inventories	5.721.606	2'768'653
Trade receivables and other current assets	17.488.271	18'888'840
Financial receivables	-	-
Tax receivables	6.018.588	1'599'166
Other assets	3.311.747	531 552
Cash and cash equivalent	2.306.538	1'817'010
TOTAL CURRENT ASSETS	34.846.749	25.605.220
TOTAL ASSETS	64.248.647	45.752.780
NET EQUITY		
Share Capital	3.208.050	2'963'650
Reserves	11.398.835	7'750'087
IPO expenses	-540.755	-540.755
FTA Reserve	3'814	3.814
Retained earnings	2.609.174	1.283.690
Exchange differences	-8.999	-582
Net income (loss) of the period	156.372	1'325'483
TOTAL NET EQUITY	16.826.491	12.785.387
NON CURRENT LIABILITIES		
Provisions for risk and charges	524.352	282'864
Tax deferred liabilities	308.542	365'879
Financial debts	8.945.427	7'635'603
TOTAL NON CURRENT LIABILITIES	9.778.320	8.284.346
CURRENT LIABILITIES		
Trade payables and other current debts	26.719.440	18.310.718
Financial debts	7.322.660	4 ['] 418 ['] 250
Tax payables	1.812.650	1'337'944
Other liabilities	1.789.086	616 135
TOTAL CURRENT LIABILITIES	37.643.836	24.683.047
TOTAL LIABILITIES AND EQUITY	64.248.647	45.752.780

Cash Flow Statement IH2017



Operating Cash flow	30.06.2017	30.06.2016
Changes	156.372	617.891
Tangible assets depreciation	885.083	1.120.136
Intangible assets amortization	1.662.693	1.004.726
Write downs / (Revaluations)	-	45.875
Net Financial Charges / (Income)	319.051	136.103
Tax	-52.884	612.383
Changes:		
Inventories	-1.580.365	-2.310.182
Trade receivables	7.172.737	-7.308.466
Tax receivables	-1.730.680	-879.192
Other Assets	-2.780.194	-162.066
Deferred tax liabilities	-76.008	-248.473
Trade payables	-4.357.165	6.277.320
Tax payables	298.642	513.599
Other liabilities	1.172.951	29.085
Changes in Net Working Capital	-1.880.082	-4.088.375
Changes in Reserves	162.511	37.980
Cash from Operating Activities	1.252.744	-513.281
Interests paid	-319.051	-136.103
Net Income taxes paid	52.884	-612.383
Net Cash from Operating Activities	986.577	-1.261.767
Investments in tangible assets	-340.094	-285.385
Investments in intangible assets	-28.82.482	-31.66.847
Evolve Group acquisition net from cash	557.559	-
Giglio Fashion acquisition net from cash	<u>-</u>	-1409234
Other fixed assets	-448037	-25.365
Increase in investments	-150.011	-
Cash in Investment Activities	-3.263.066	-4.886.831
Capital Increase	-	131.650
Changes in Equity	-25.269	-74.802
New financing	2.700.000	-
Changes in Debt	91.285	6.588.554
Net Cash from Financing	2.766.017	6.645.402
Cash and cash equivalent net increase (decrease)	489.528	496.804
Cash and cash equivalent as at January 1st	1.817.010	1.200.114
Cash and cash equivalent as at June 30	2.306.538	1.696.918









The product has to be valued at its best, from the process of shooting to copywriting. Our buyers and merchandisers select the product with customer support, enhancing its features during the digital production phase and using our specialized analysis.

- Buying
- Description of product.
- SEO content compliant
- Editorial Content
- Television production of the brand promotion
- Translation
- Photographic studio and video shooting
- Post production







Customer Care is key to having satisfied and loyal customers and it is the first marketing tool for the brand.

Our goal is to support the company with multilingual and professional services catering to the needs for sales, commerce info and not only for technical support.

- Support in 8 languages and time zones (Europe, Asia, USA)
- Mail support, telephone and live chat
- Team leader formation on the product. Qualified personnel, turnover reduced to the minimum.







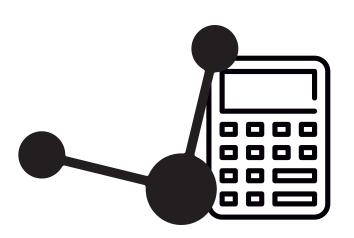


We invest in the brand by offering customised graphic design projects (we have set out more than 100 projects). Our products are not standard, the platforms are flexible enough to take on any brand request.

- Creation of the e-commerce site /institutional
- Rotation of the internal and external banners of the site on the bases of the graphic design guidelines.
- Responsive web design, full screen, desktop and mobile.



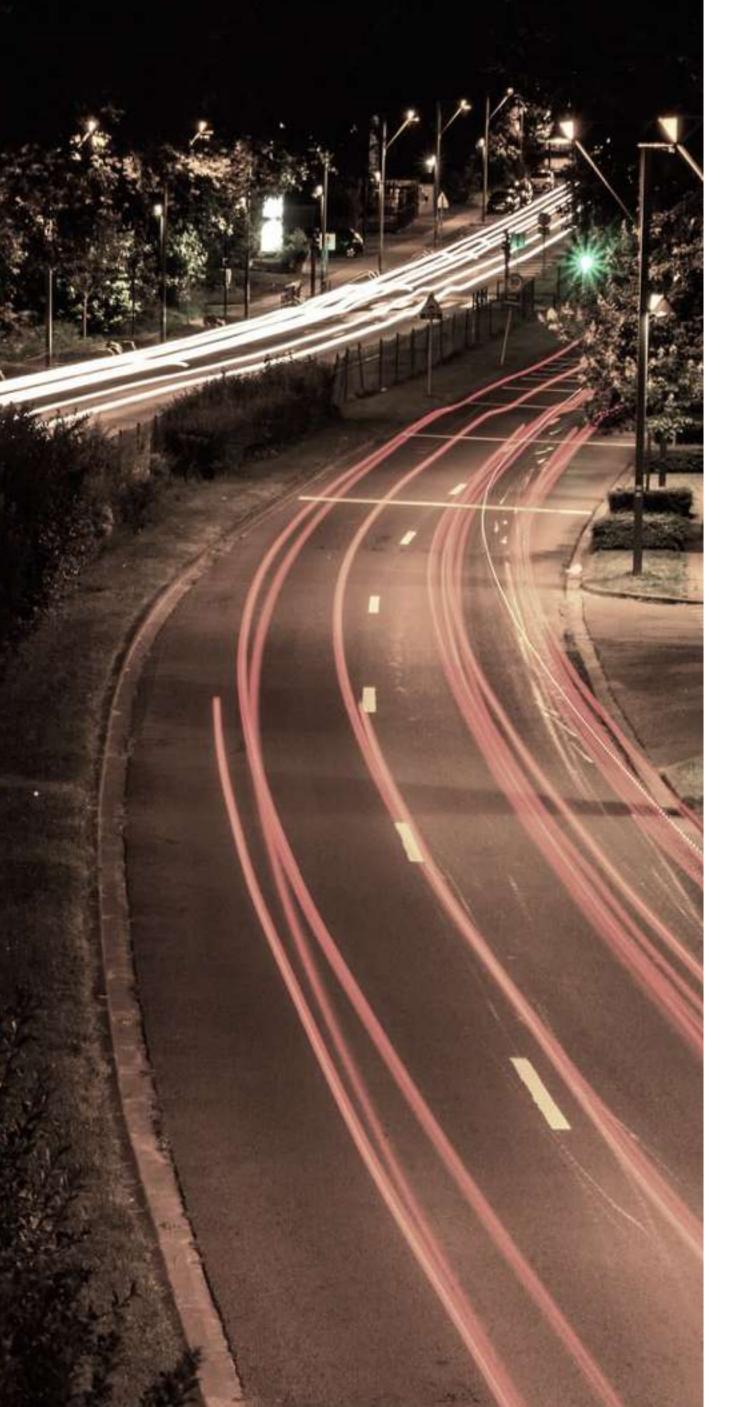




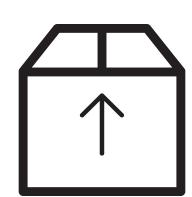
We offer an OMS platform, a CMS, a B2B platform and an integrating Market place platform, to support the brand in all aspects of its online presence: distributors and branding.

- Multilingual support.
- Multicurrency support.
- Engine recommendation.
- Advanced Analytics tools.
- OMS
- CMS
- B2B
- IP detection
- Risk Management System





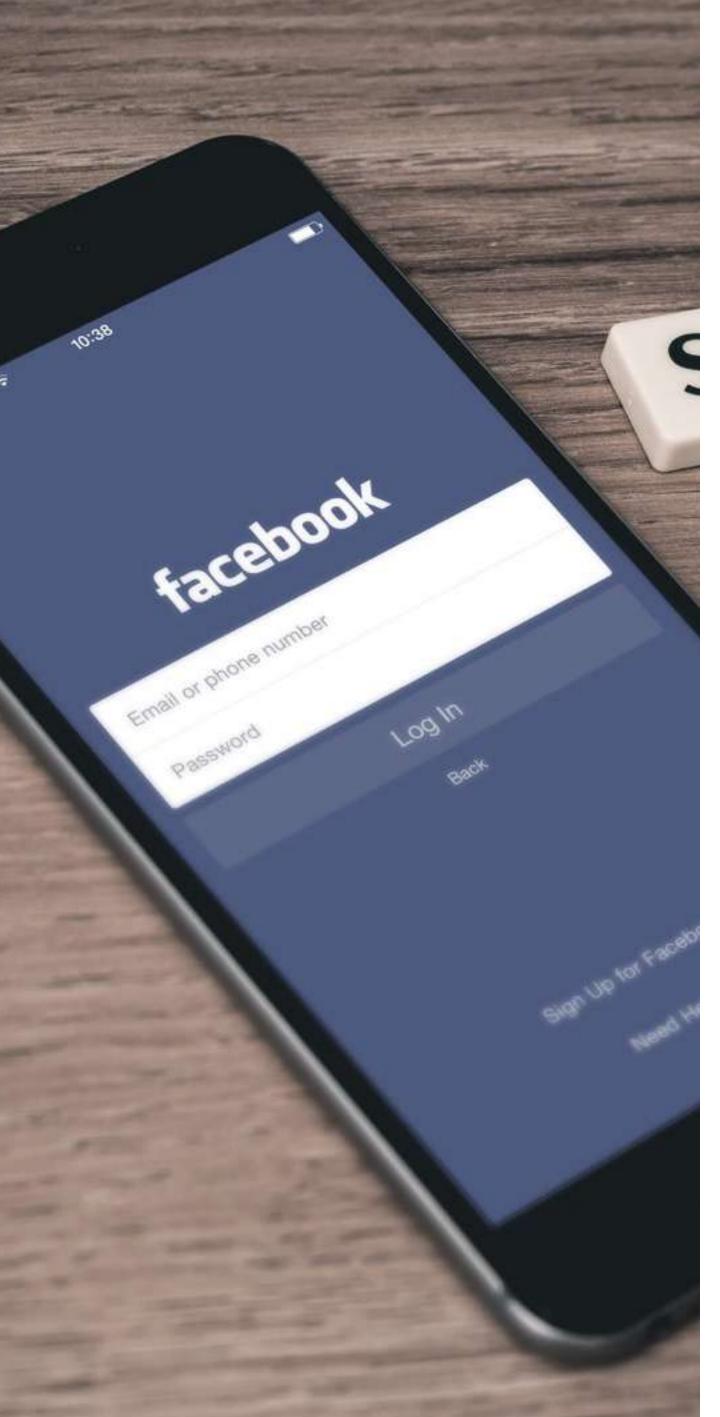




iBox allows you to have a capillary logistic network according to your needs interfaced with leading couriers and postal services in the world.

- 170 logistic hubs interfaced with our systems
- Warehouse in the Shanghai free trade zone
- Support for custom operators
- Standard and express shipping
- Custom packaging
- Services for the personalization of the product.









iBox enables the brand to remain focused on the ROI and the effectiveness of its investments. Our analysts offer a multilingual service on an international scale that optimizes the company's economic efforts through rigorous and day-to-day analysis. Our team is specialized in:

- Search Engine Marketing
- Search Engine Optimisation
- Affiliation Network
- Display Campaigns
- DEM campaigns
- Customer retention strategies
- Social Network campaigns



Analytics Services

analytics

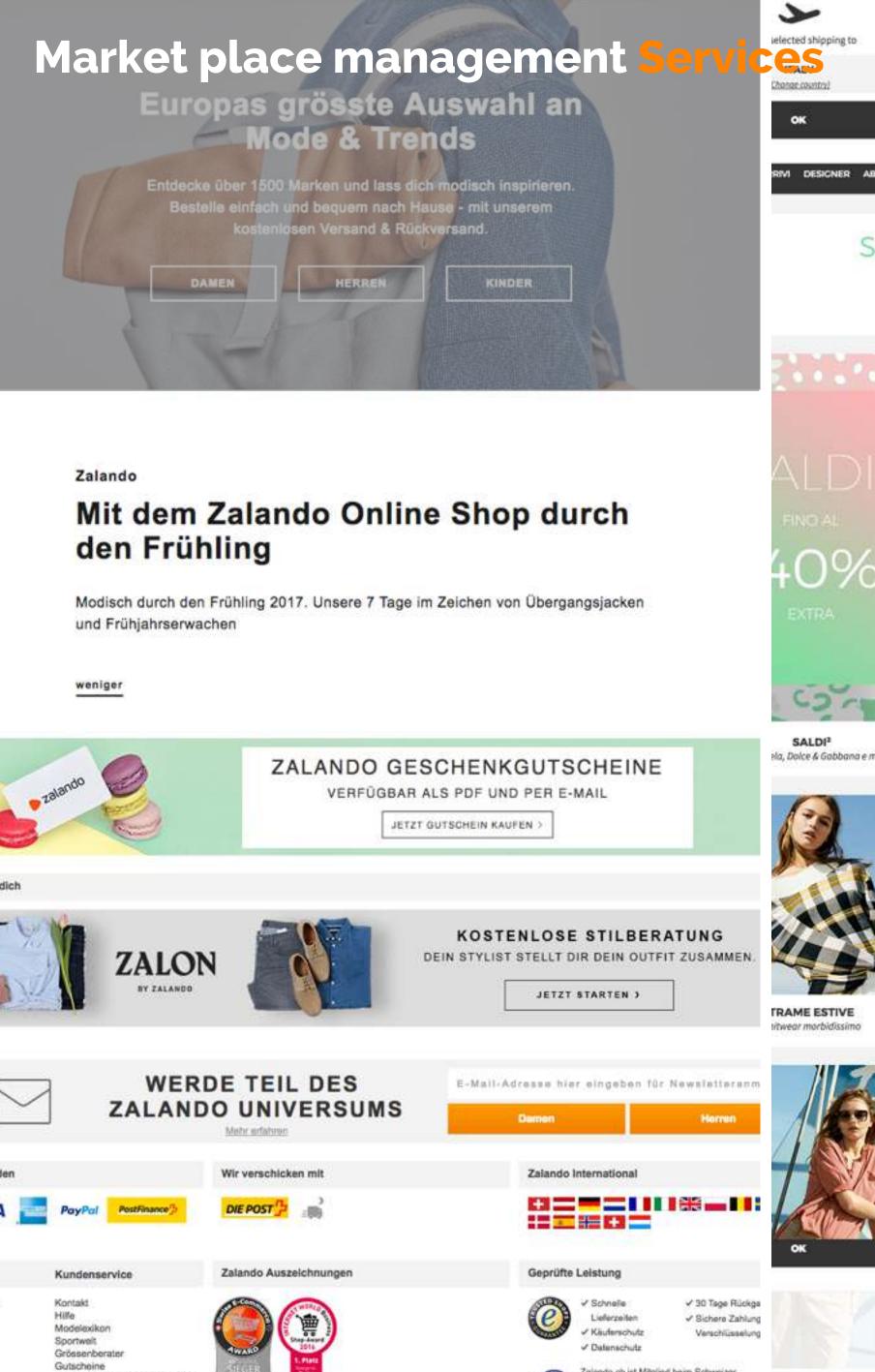
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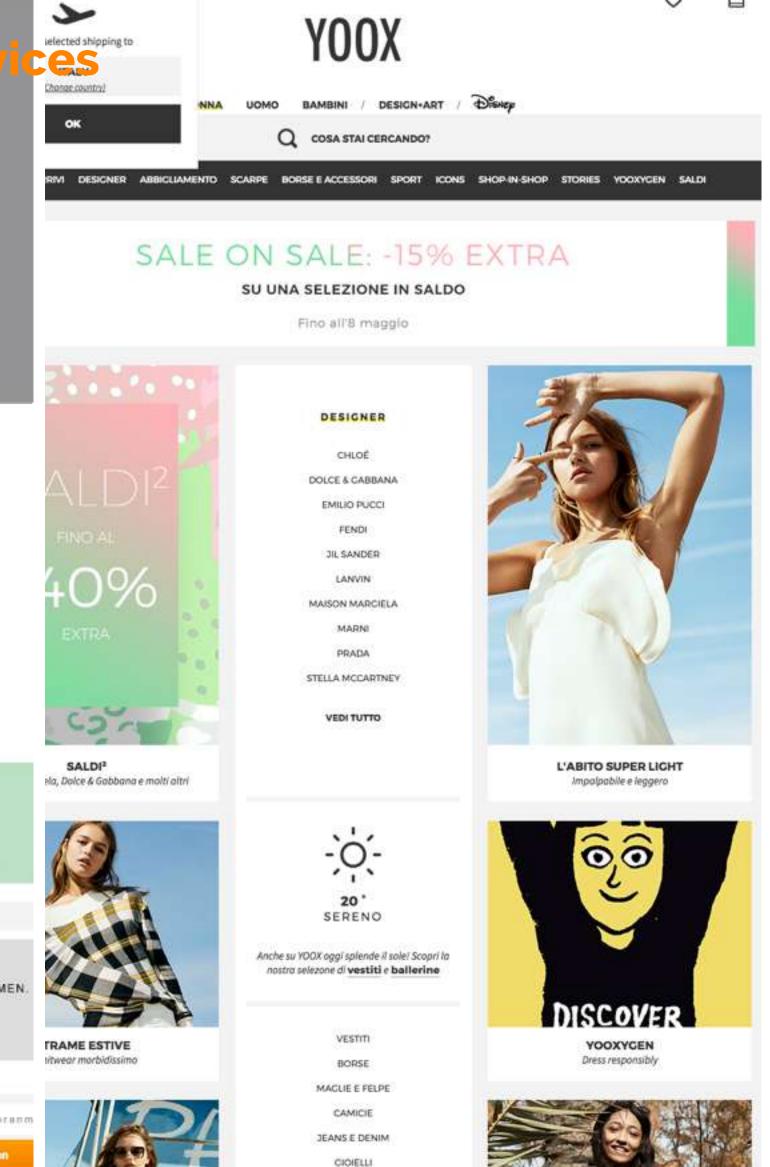
iBox has the exclusive use of a Dynamic Data Analysis and Exploration Platform, which is the subject of challenging research and development activities with proprietary technologies. The system perfectly integrates the data generated by the e-commerce platform with customer access information registered by Google Analytics and related platforms. This allows our customers to have access to powerful analysis dashboards, fully customized, fully explorable and always available 24/7/365.

This approach allows customers to interact with what they see, so that they fully understand the meaning and make further discoveries, exceeding the limits of static reports that limit interactivity and hinder the insight of those who approach the analysis.



Geschenkgutscheine für Firmen

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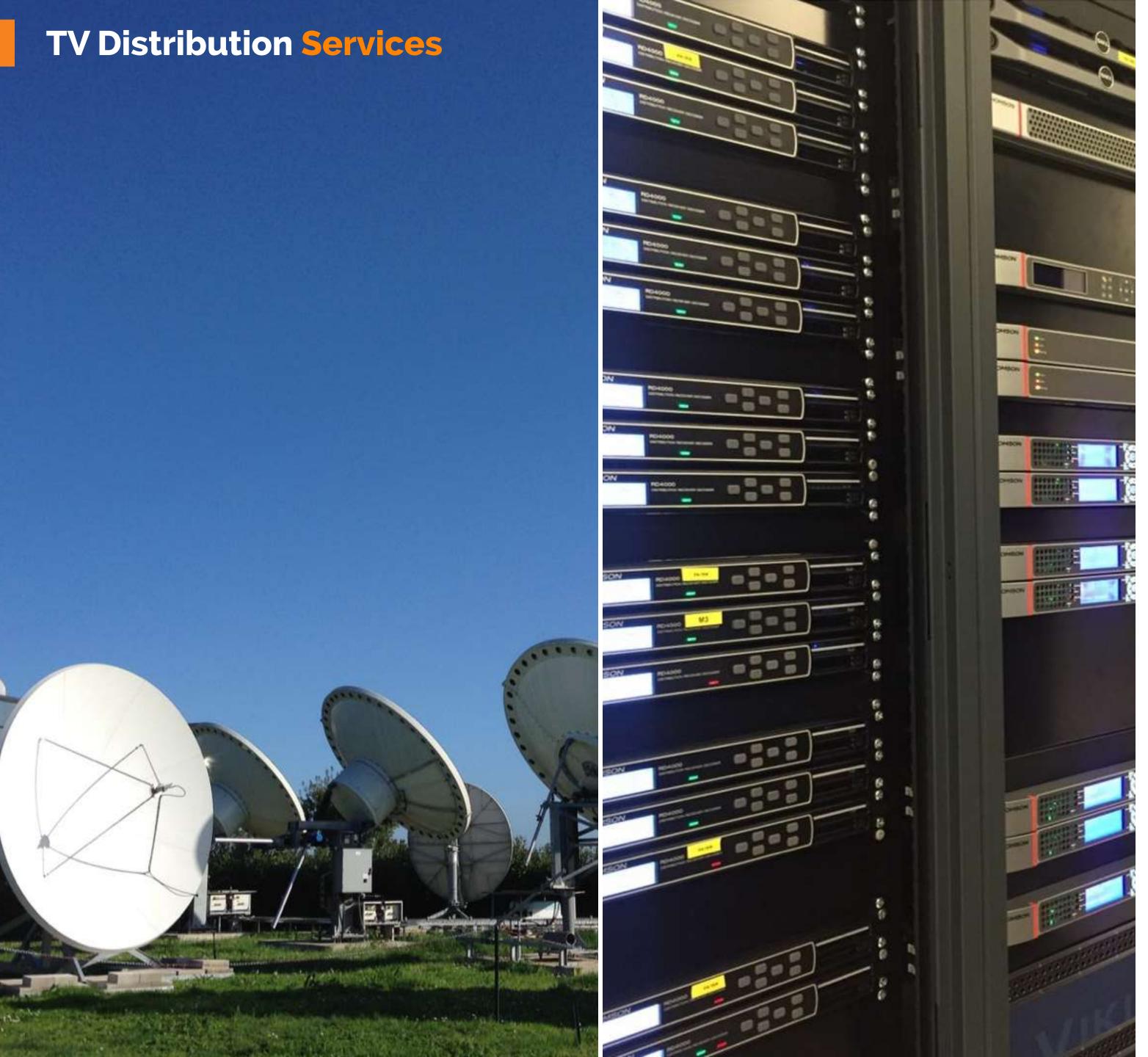
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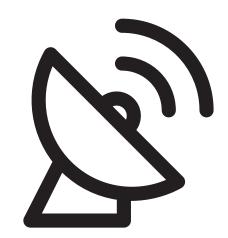
Thanks to a consolidated collaboration with the largest marketplaces in the world, iBox offers its partners a structured online distribution service.

iBox optimizes the brand's sales potential, improves margins and limits the risks that online distribution loses control.

The model can be set in dropshipment mode, with the management of shop in shop, Using the brand stores or the most classic centralized shopping model and warehouse at the iBox logistics facilities







The technological infrastructure is based on two teleports - in Milan and Rome - an advanced infrastructure of telecommunications via optic fiber, which allows the collection and diffusion of signals throughout and a fleet of mobile means for production and broadcasting. The range of services offered includes:

- **Teleport Services**: characterised by distribution platforms for TV and Radio channels in DTH on Hot Bird 13 from Rome and Milan; numerous contribution platforms on a fleet of Eutelsat satellites; co-location services, back-ups, use of satellite stations in each band and configuration and fiber optic connectivity (with a 100-access point network, of which 12 main ones in Italy).
- Outside Broadcast Services: For live production and broadcasting of any news, sport or entertainment event through the use of a fleet of OB Van and DSNG SD and HD, as well as satellite and fiber capacity in any width and any configuration protocol.
- **System Integration Services**: for the design and implementation of system production, contribution and transport / broadcasting for the radio and television market. Complete solutions are offered for the creation of efficient and sustainable digital satellite networks or with land-based infrastructures, including full system outsourcing assistance and management.

