

giglio

GROUP S.p.A.

INVESTOR PRESENTATION





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From Los Angeles to Shanghai, Giglio Group leads the Italian TV broadcasting sector, and is a pioneer of e-commerce 4.0



Founded in 2003, it is today the first digital company to have introduced a blend of traditional media and online sales platform into the international market, thus revolutionising the e-shopping experience worldwide

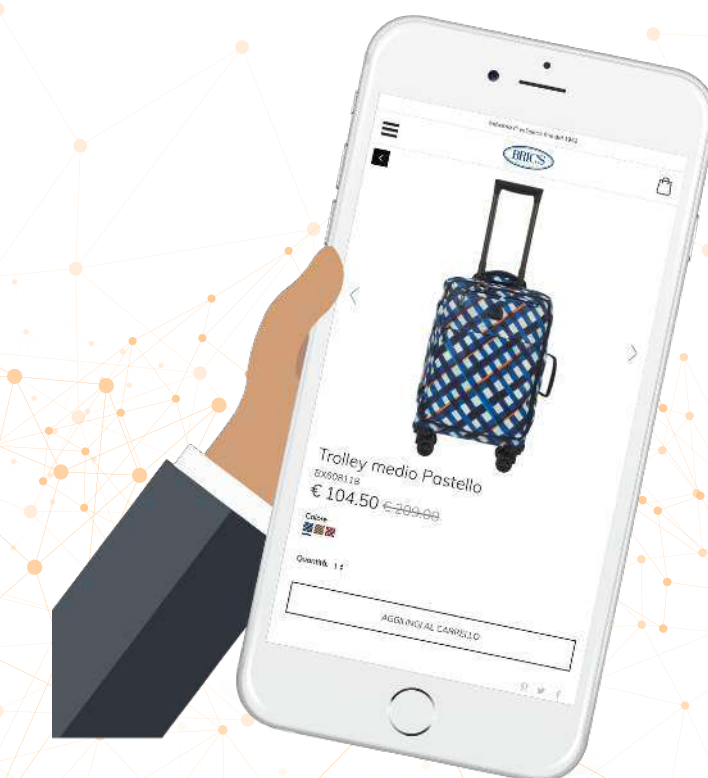
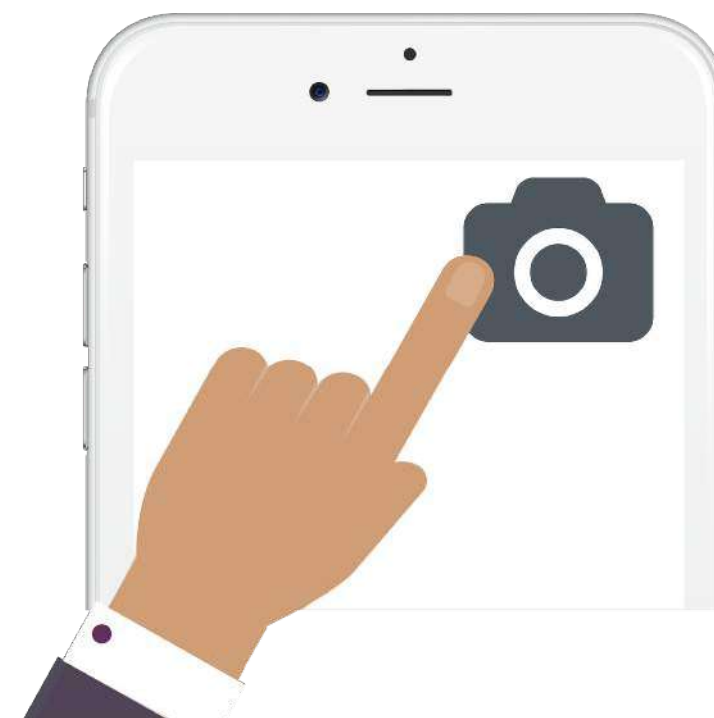



The Group provides tailor-made B2B and B2C services, from the creation of e-commerce platforms to stock management at international level. It is able to compete with the largest online retail operators in the Fashion, Beauty and Design sectors.



Leveraging on its experience and positioning in the global media network and in B2B and B2C online sales, Giglio Group launched the new generation of e-commerce 4.0, under the name of Ibox.

With the production and transmission of multimedia content on the Group's television channels, the best of Made in Italy in the fashion, design and lifestyle sectors, is promoted and then sold through B2B and B2C platforms





**The cosmos is being transformed unceasingly
this represents the circle of change,
without a beginning and an end.**

Confucio



2003



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

media

2010

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

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%

2016



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

2018

March 20

Listing on MTA, STAR segment



Giglio Group and Acque Minerali d'Italia signed a joint venture agreement introducing **Cloud Food**

Giglio Group launched Channel "Ibox 65", the first T-commerce channel in Italy dedicated to "Home, Food, Furniture" made in Italy,


2008

Dada enters into Giglio Group with a 10% stake



Live TV channel is created, a thematic TV channel dedicated to live concerts

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 56 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

2015

August 7

Listing on AIM Italia.



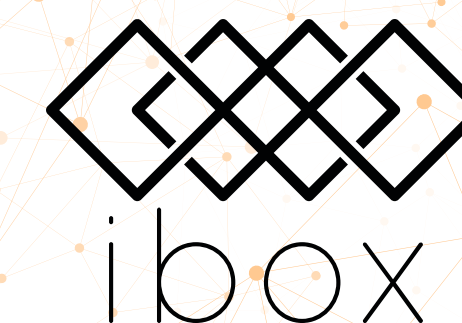
Acquisition of M-Three Satcom, a strategic partner within the distribution of the television signal via satellite and fiber optic signal

e-commerce

2017

evolve

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





150.000.000 daily views

300.000.000 users on web platforms and distribution partners

Over 20.000.000 monthly page views and **more 4.000.000 monthly visits** on e-commerce web sites

Reaching **56 countries** over **5 continents**

Over 100 e-commerce projects delivered

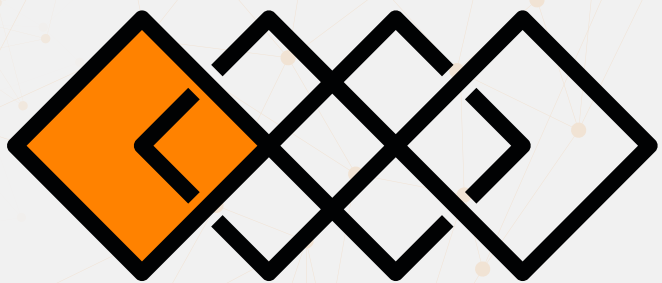
4 Business Line: Ibox Digital, Ibox Distribution, Giglio Media, M-Three Satcom

Over 50 brands assisted

5 TV Channel

78mIn Euro preliminary FY2017 Revenues

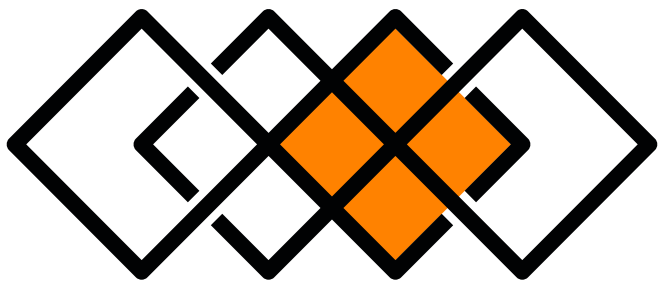
9 Offices: Milan, Rome, New York, Shanghai, Hong Kong, Lugano, London



ibox

DIGITAL

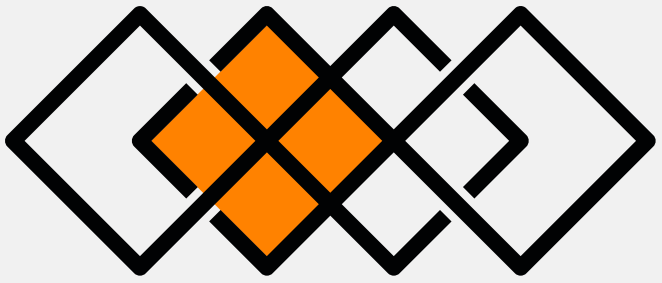
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ibox

DISTRIBUTION

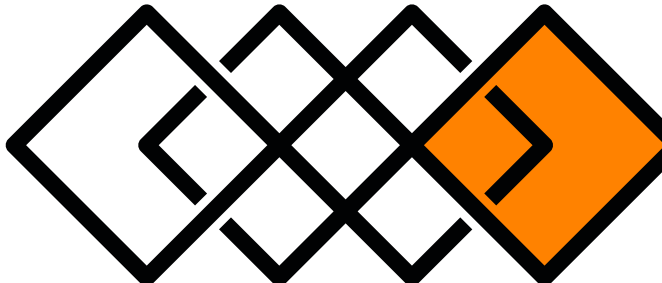
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MEDIA

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M-Three

SATCOM

Giglio Group S.p.A.



Worldwide Full Digital Services Provider for Retail Brands



Ibox Digital is the digital core of the group.

It is a leading international e-commerce operator, competing with the largest online retail operators in the Fashion, Beauty and Design sectors.

Thanks to its experience as a digital service provider, it delivers B2B and B2C platforms and services.

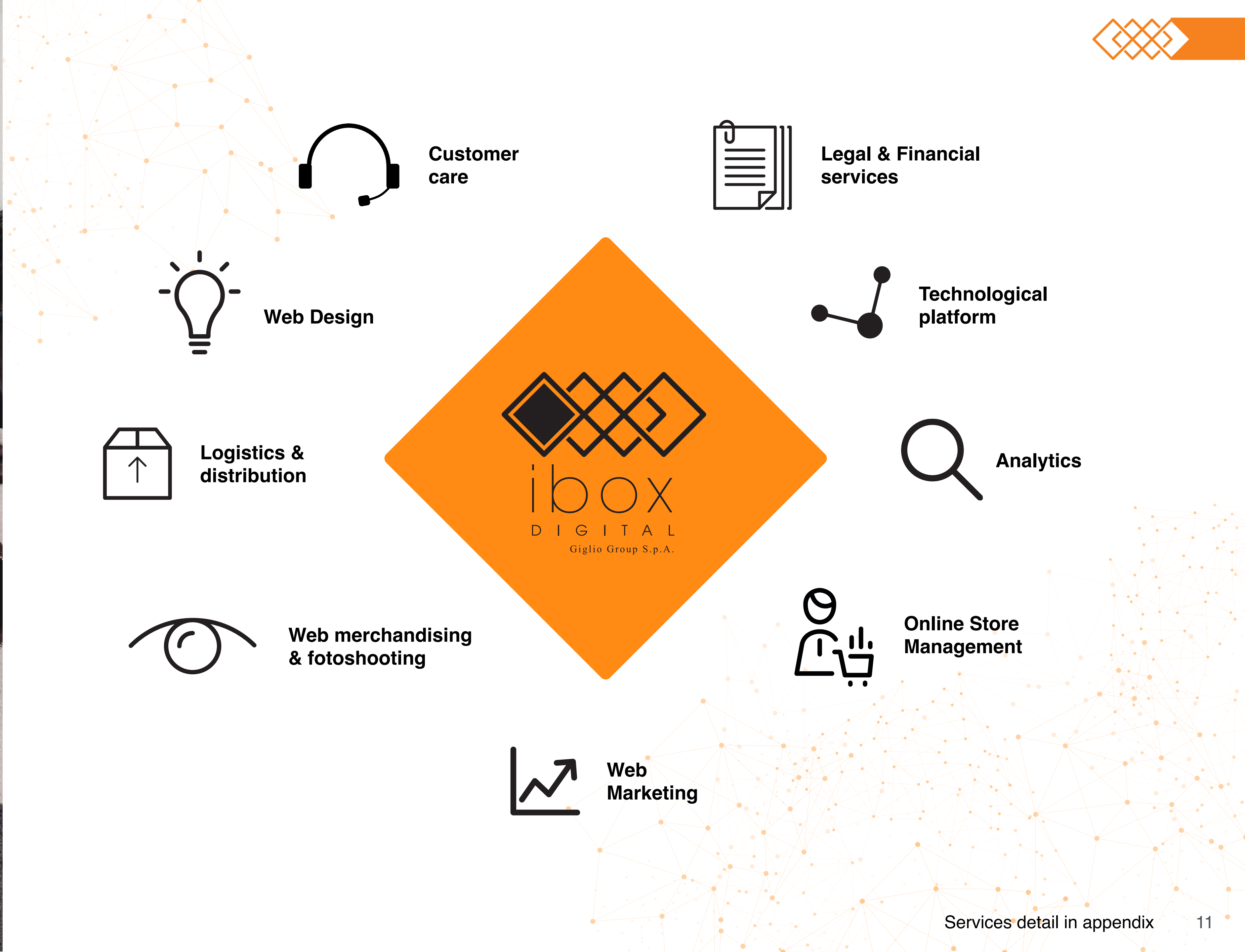
Through a multi-screen technology, Ibox Digital is able to integrate media contents with e-commerce platforms.

240 mln Page Views

380 ks Delivering

100 Projects

24 h multi channel customer support



Customer care

Legal & Financial services

Web Design

Technological platform

Logistics & distribution

Analytics

Web merchandising & fotoshooting

Online Store Management

Web Marketing



COLMAR

MaxMara

MISS SIXTY®

persona
by
MARINA RINALDI

GUESS

i B L U E S

MAX&Co.

MET®

M
MASON'S
FORTE DEI MARMI

WEEKEND

MaxMara



ERMANNNO SCERVINO

SPORTMAX


GOLDEN GOOSE DELUXE BRAND®
VENEZIA

STEFANO RICCI

PATRIZIA PEPE

MARINA RINALDI

BRIC'S
M I L A N O

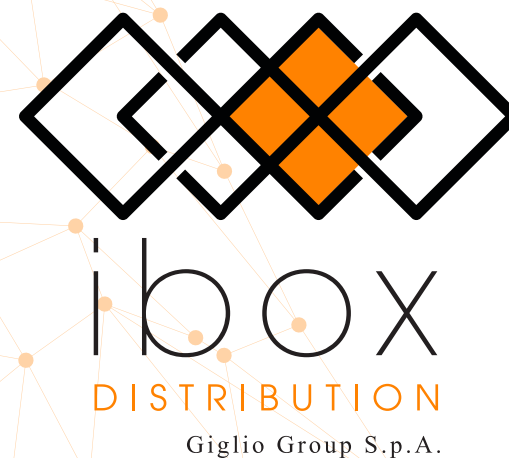
forte_forte

PINKO

LIU·JO



The biggest B2B distributor specialised in fashion's e-commerce



Ibox Distribution is the first Italian B2B company entirely dedicated to online distribution.

Founded in 2012, it makes Giglio Group a complete e-commerce Media Company.

It manages stocks of the on and off-season collections of the Group's client brands, distributing them among the world's top digital retailers such as Vente Privée, Yoox, Zalando, Amazon, Gilt, Secoo e Kaola.

300mIn Users on web platforms

45 Customers

50 Distribution Partnership

**20+ countries and 3 continents reached
by major partnerships with the main
40 international market places**



America

Amazon,
Bloomindiel, 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 1st Italian TV network 24h committed to luxury,
sailing and Italian Lifestyle**



Giglio Media is the division that produces multimedia content, distributed on 130 digital platforms worldwide.

It transmits the outstanding quality of Italian lifestyle to the main digital retailers on international markets, through its distribution channels

150 mln daily viewers

5 TV channels

56 Countries & **5** Continents reached



CHANNELS



Distributed in 56 nations and 5 continents, **Nautical Channel** is the only television channel in the world **entirely dedicated to boating and water sports**

GIGLIO TV



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)



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



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



Ibox channel 65, a T-commerce channel dedicated to home and family world (home, food, furniture, design and family), which will be visible from today on the digital terrestrial channel 65, the first T-commerce channel in Italy that will allow the purchase of products distributed by Giglio Group and Cloud Food also on TV.

PARTNERSHIP



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



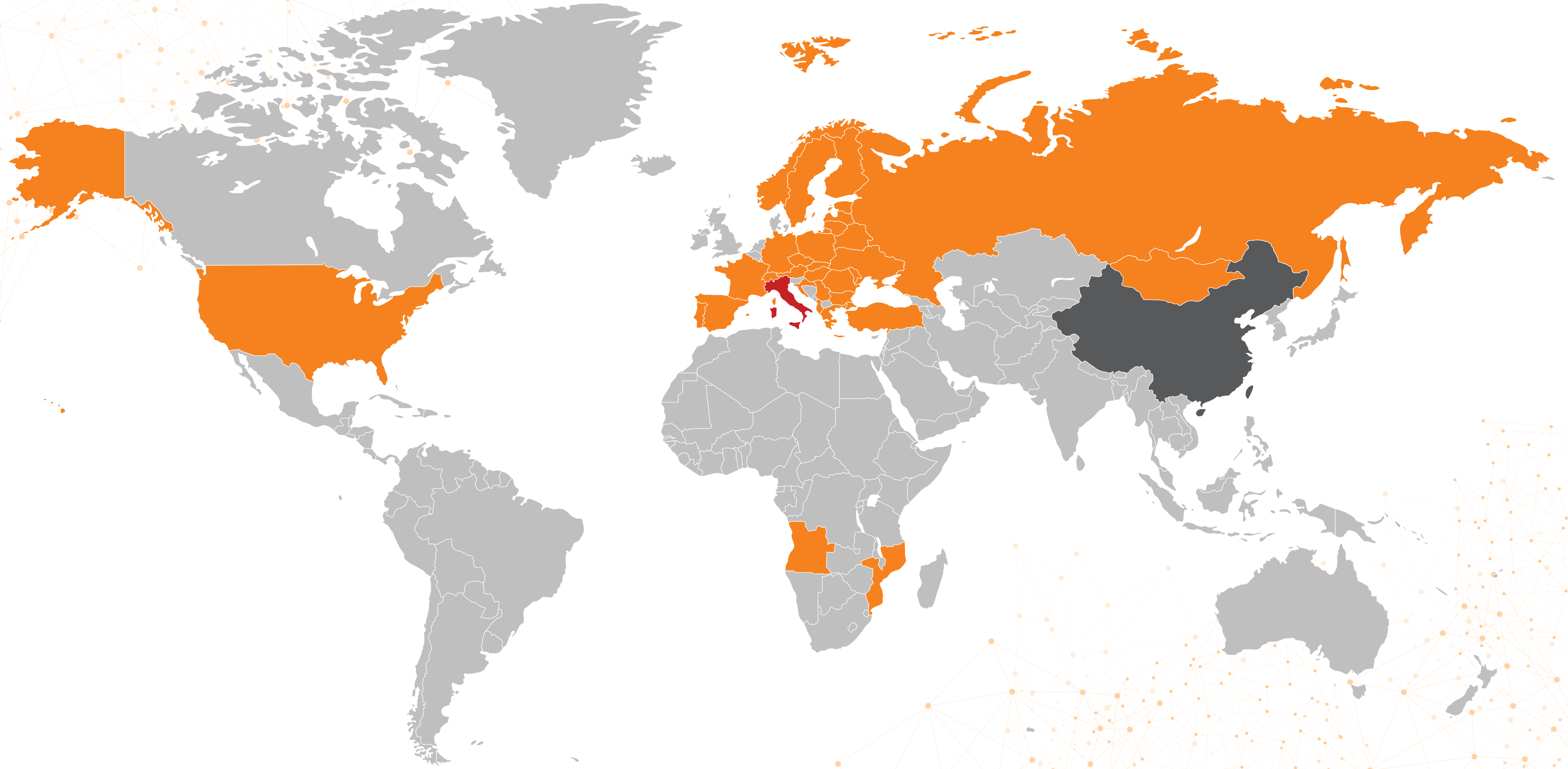
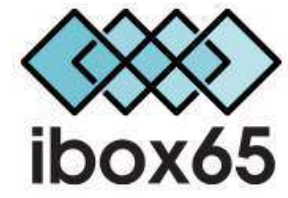
Gambero Rosso : partnership for the creation and distribution of the international tv channel entirely dedicated to Made in Italy food



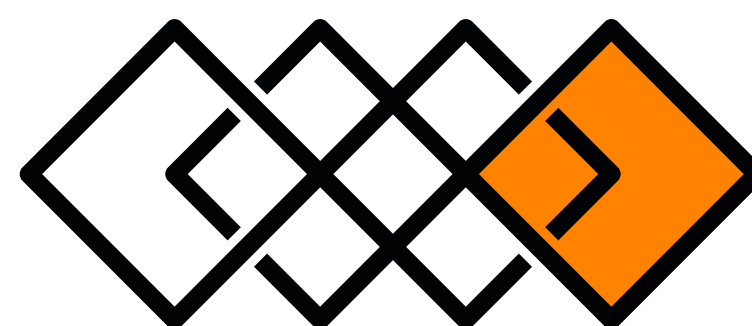
Agreement with **Media Nusantara Citra**, leading Pay TV services provider in Indonesia and biggest media company in South-east Asia for the coproduction of a series of "Fashion&Style" television content for the main Indonesian TV channels.

* Owned at 50%

** Inderectly held through the 3% partecipazione in the parent company Pegaso

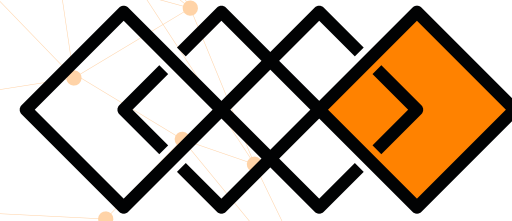






M-Three
S A T C O M
Giglio Group S.p.A.

Fully dedicated to provide top level broadcasting and connection solutions to the TV and Radio Broadcast market and to international-based Corporates



M-Three
SATCOM
Giglio Group S.p.A.

M-Three Satcom is an Italian market leader in the supply of services and solutions for the radio and TV broadcasting sector.

It guarantees Giglio Group the technological know-how necessary for a global TV network stretching from the USA to the People's Republic of China.

In addition to handling the worldwide distribution of the group's channels, M-Three Satcom provides services and solutions to the main national and international TV networks – RAI, Mediaset, La7, RTL102.5, Radio 24, Viacom, QVC, Radio DeeJay and Discovery, as well as many other foreign broadcasters.

Teleport Services

Outside Broadcast

System Integration





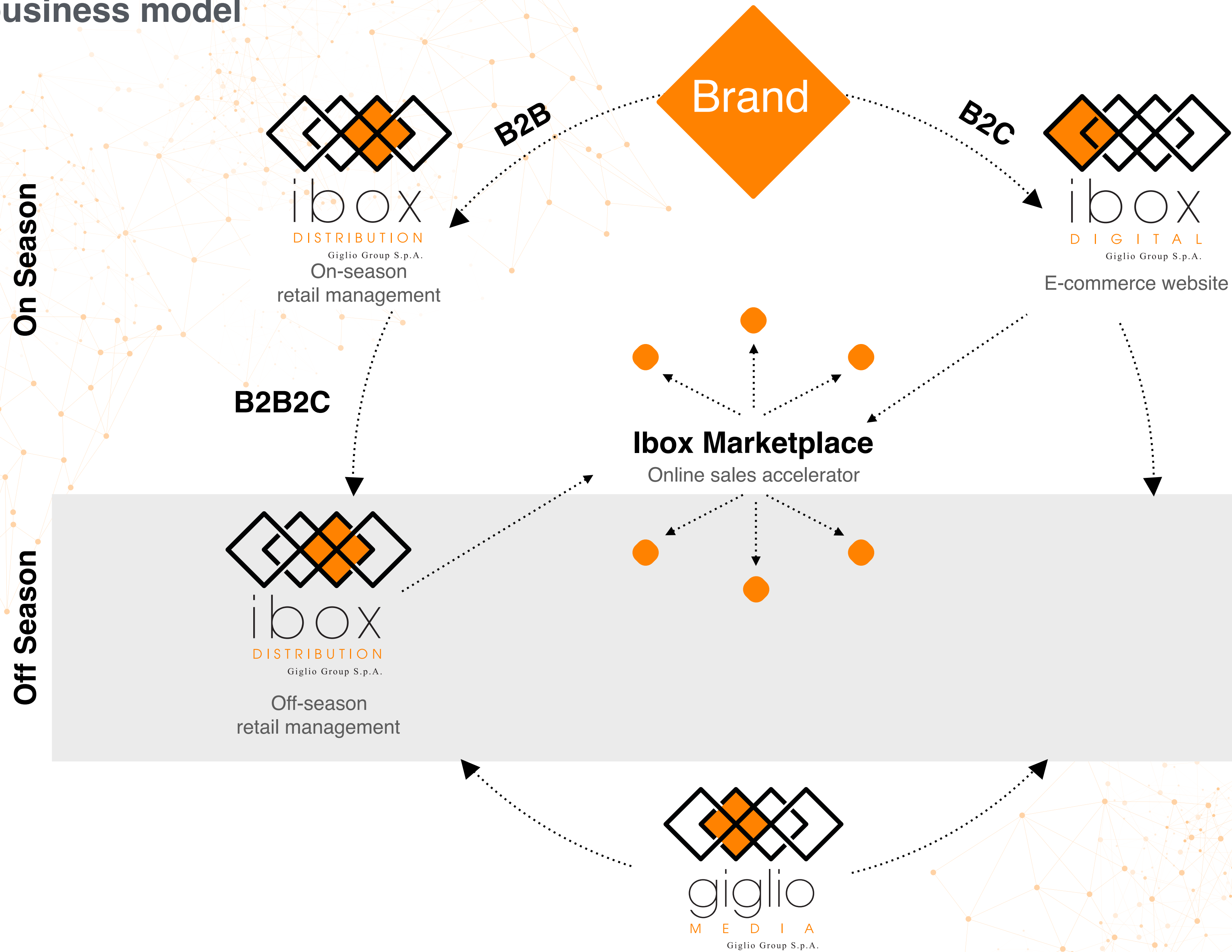
Cloud Food provides tailor-made e-commerce services 4.0 -B2C and B2B, from the creation of e-commerce platforms to the management of products on all the main marketplaces at a global level - for food and beverage sector. The first Digital Company to introduce on the international market the right mix between advertising on traditional and digital media and the online sales platform, revolutionizing the e-shopping experience in the world with a new integrated e-commerce 4.0 model.

Cloud Food digital is the digital soul of the company. It operates as a leader in the global e-commerce scene and competes with the largest online retail operators. Thanks to the experience as a Digital Service Provider, it provides B2B and B2C platforms and services.

(**CLOUD FOOD**)

Cloud Food distribution is the B2B division entirely dedicated to managing sales on the main marketplaces and the most important digital retailers in the world

Cloud Food Media is the division dedicated to the production of multimedia contents, distributed on 130 digital platforms all over the world (including China and the United States). It spreads the excellence made in Italy to the main digital retailers on the international market through its TV channels including "Gambero Rosso International"



More than 40 international marketplaces

Media and e-commerce are linked in a virtuous circle to enhance the brand awareness and increase sales of Giglio Group' clients



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)

+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)

711M active shoppers in Asia in 2016

, 295,6M in Europe and 207,8M in North America

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

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)

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**

Hybridization of TV, Internet and mobile

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

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



Enlarge the network

Increase the number of marketplace and fashion brand partnership

Increase B2C customers by leveraging on the new launched Ibox Marketplace

Expansion in China and USA



Replicable business model (es. Food and Furniture)

Cloud Food the new digital platform for food

Tcommerce Ibox 65 launched in Italy in March 2018



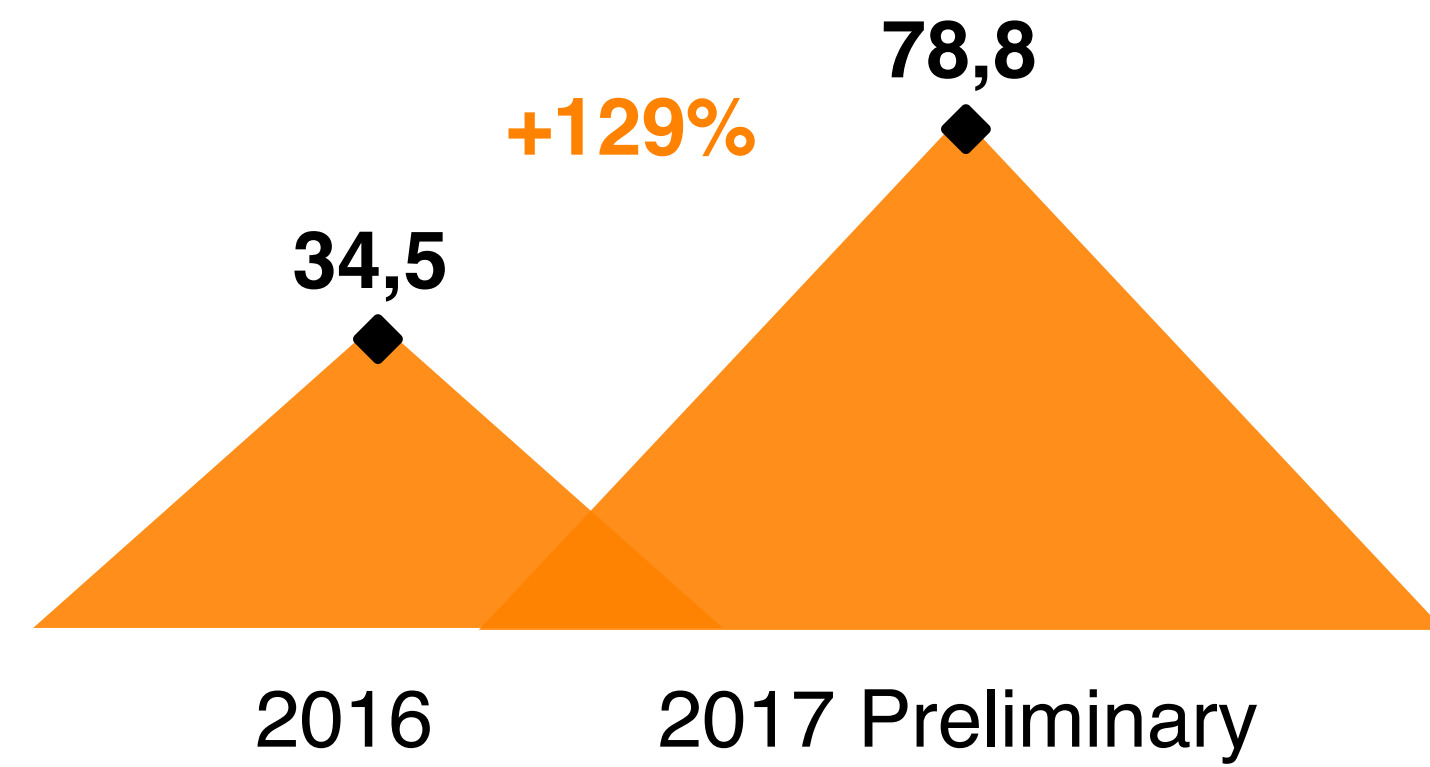
Board of Directors and Management Team



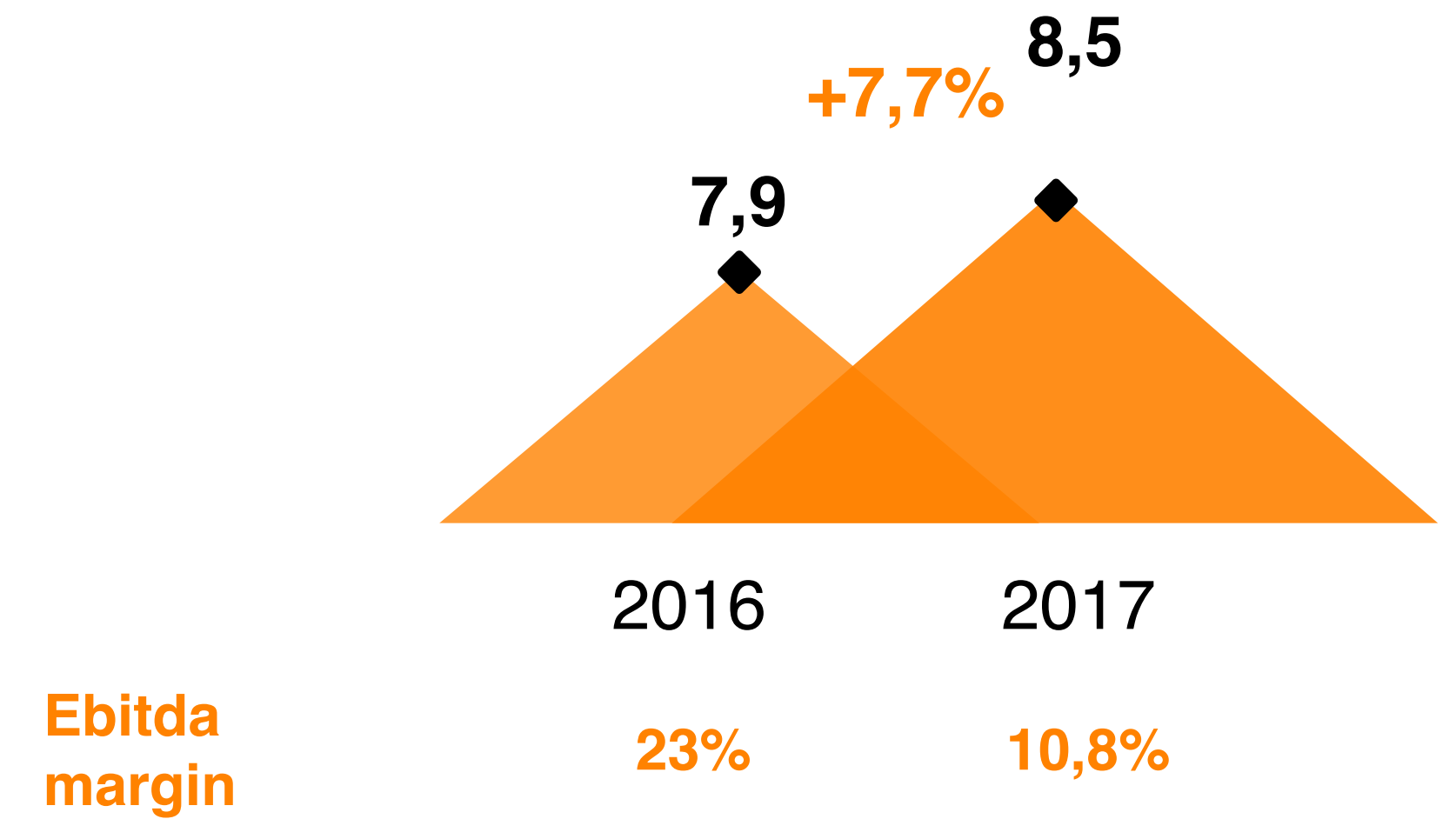


Data in €mln

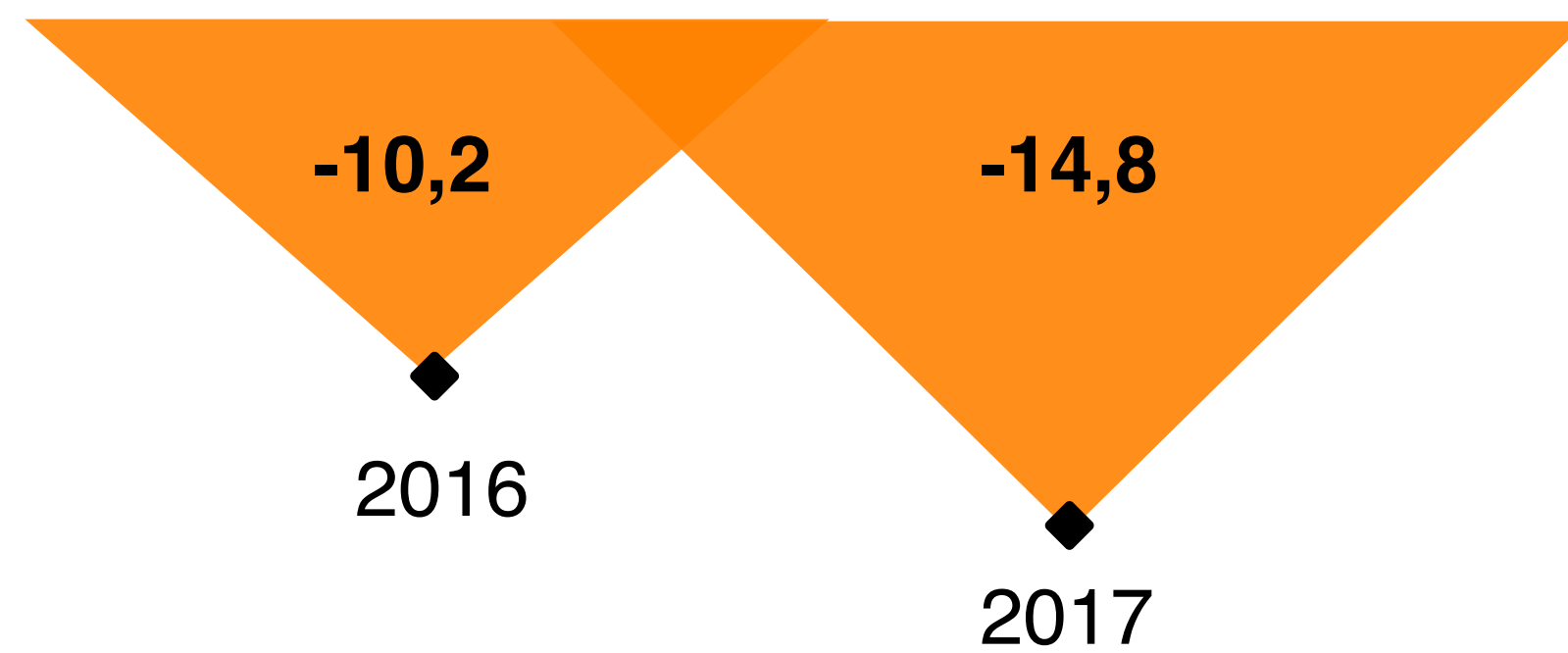
Revenues



Ebitda



Net Financial Position

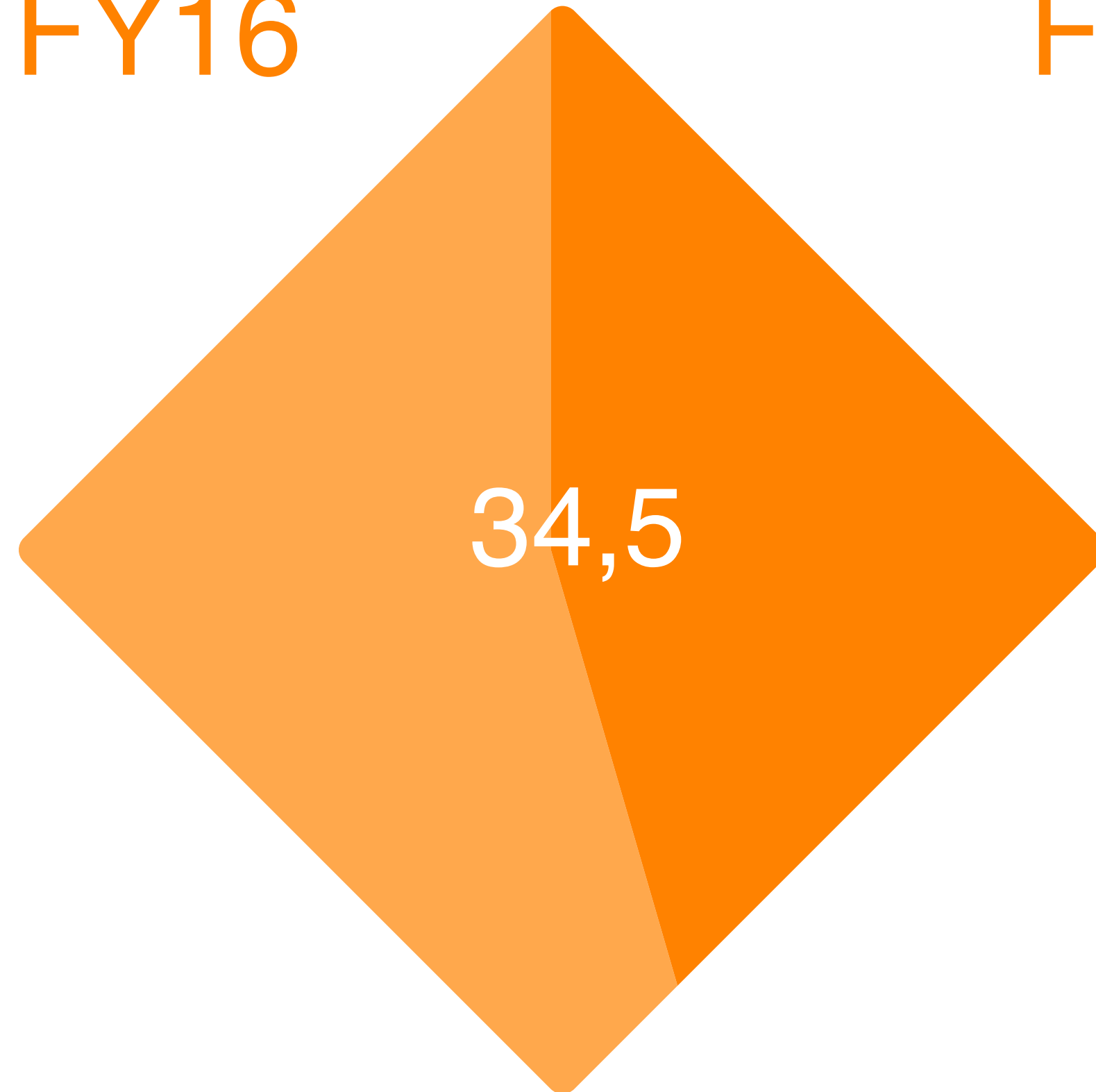


Financial Highlights FY2017 Preliminary: Revenues by Business Unit



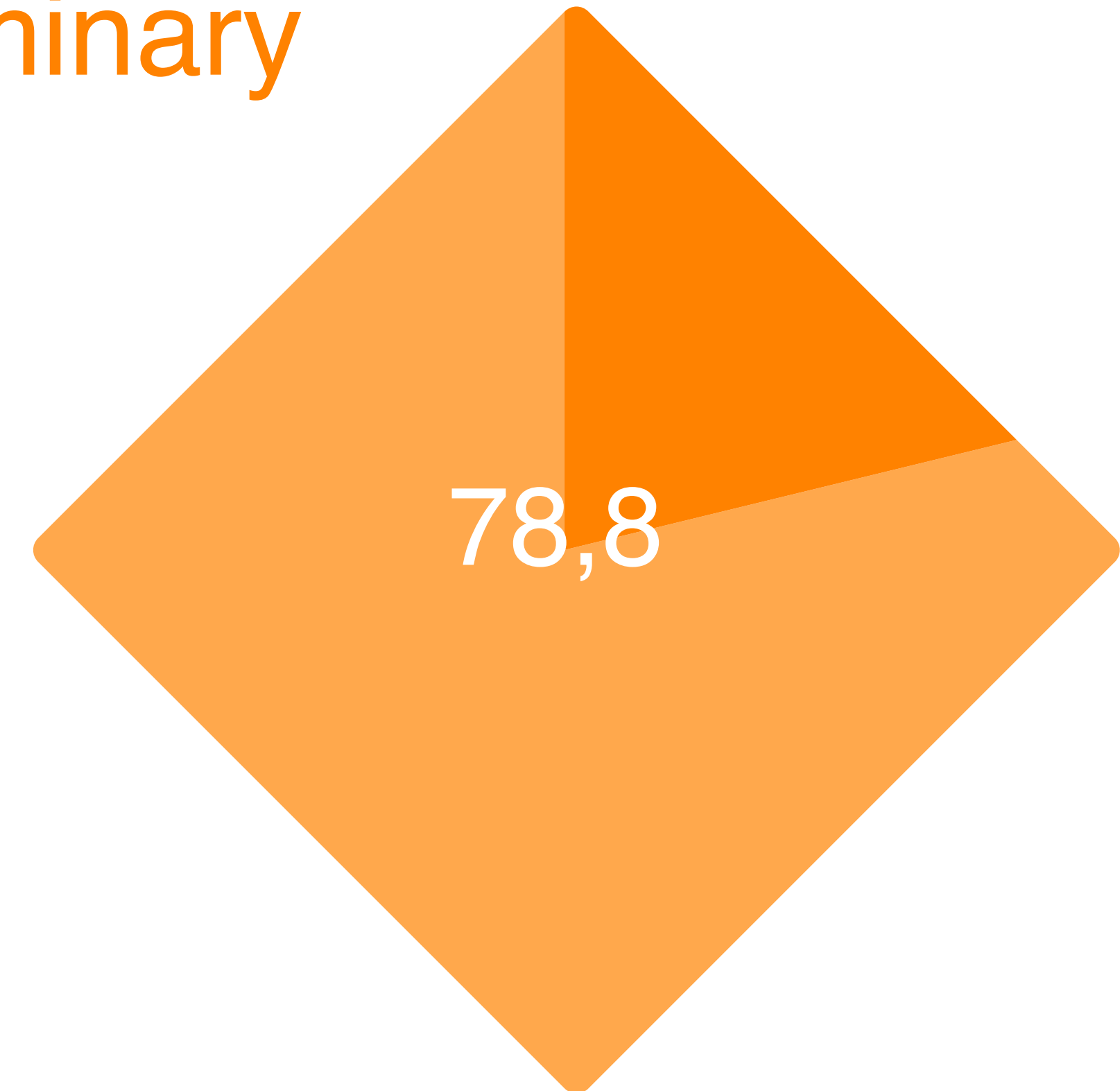
Data in €mln

FY16

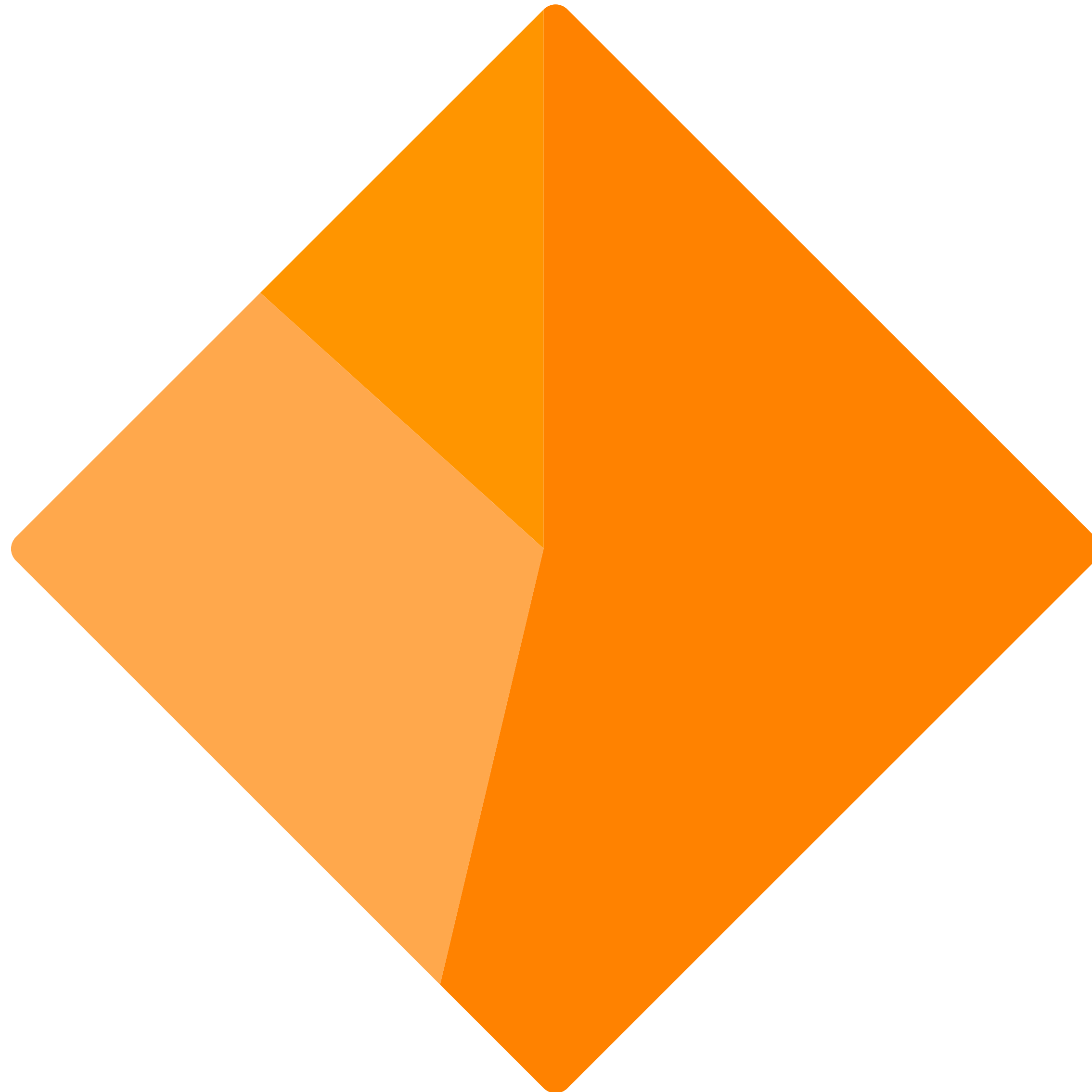


- ◆ 45,5% Media
- ◆ 54,5% e-commerce

FY17 Preliminary



- ◆ 21,2% Media
- ◆ 78,8% e-commerce



53,71%
Meridiana Holding

35,14%
Free Float

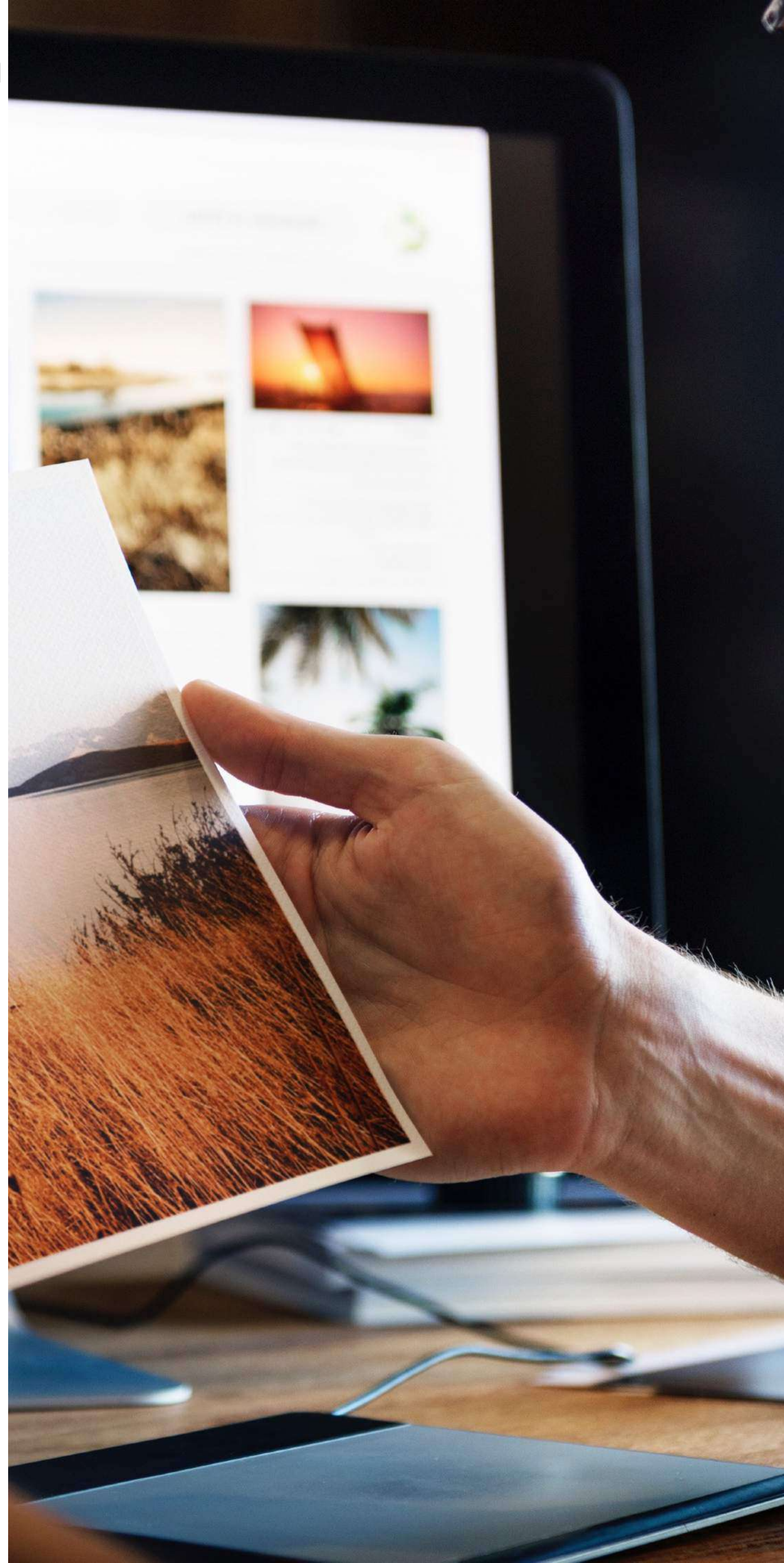
11,15%
Buongiorno Spa
(Docomo)

Total outstanding shares, including capital increase of 1.222.000, totalling 16.040.250 shares



APPENDIX

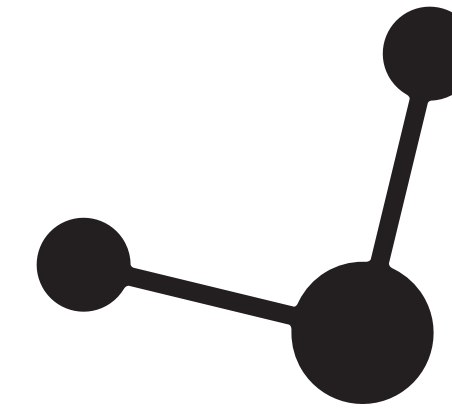




- Creation of the corporate website and e-commerce platform
- Bespoke projects
- Creation of corporate and advertising banners
- Usability analysis

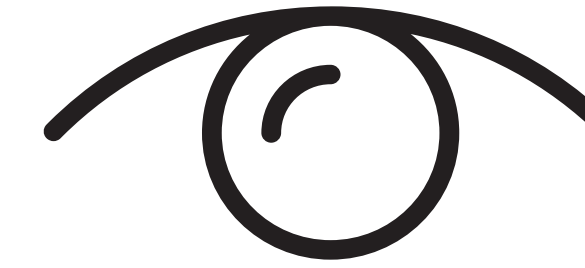
Creativity and design at the client's disposal to provide dedicated projects in line with the brand's style requirements. The structures used to create the digital platforms are always modular in format and thus able to meet all requirements for customisation and emotional engagement.

The creative team consists of professionals with sound experience in graphic design. Technology is always geared toward user-friendliness, with innovative graphics that allow the brand's image and philosophy to be combined with performance objectives.



- Integration of B2B and B2C platforms
- Multi-language approach
- Multi-currency support
- Recommendation engine
- Advanced Analytics tools
- OMS
- CMS
- IP detection
- Risk Management System

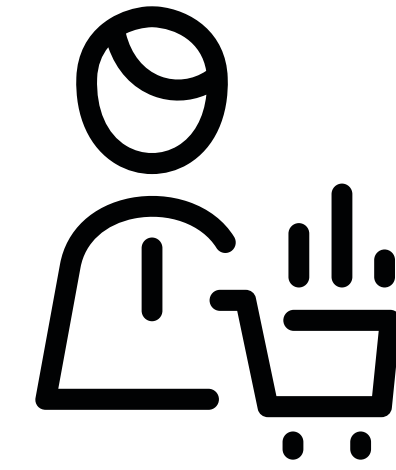
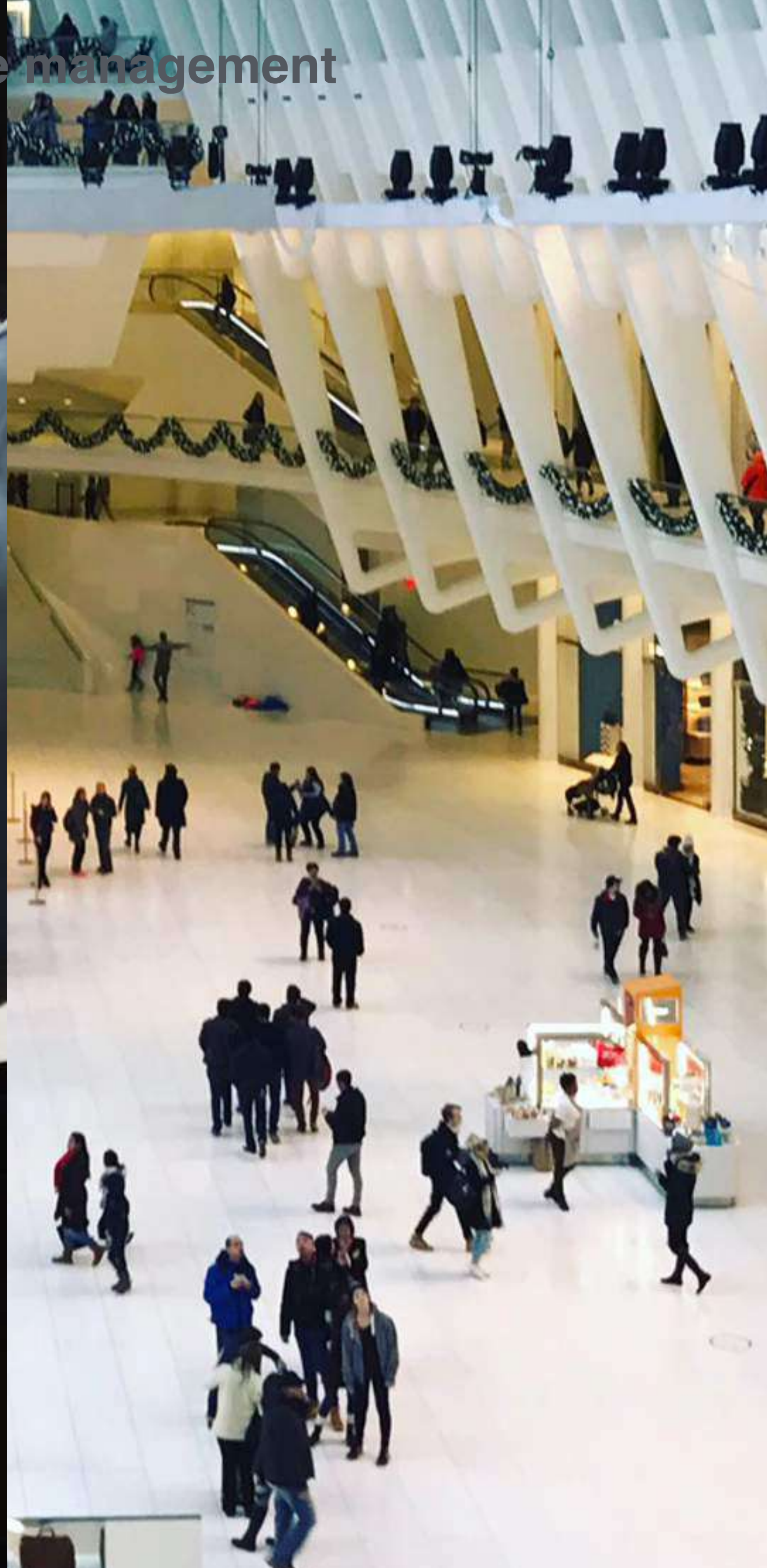
Technology at the service of performance. The platforms - specially created or adapted to those already present - are constructed around the client's needs in order to support every stage of their online presence, from branding to distribution. Performance, customisation and scalability are the guiding principles that allow different applications to be combined, thanks to the work of a diversified development team. The 24/7 assistance service guarantees constant supervision and immediate intervention in the event of any system failure, as well as monitoring of campaigns with particular peaks in traffic and support for crisis recovery.



- Product descriptions
- Editorial and SEO-oriented content
- Translation service
- Photographic studio
- Video shoots
- Post-production

The product is illustrated using text and images, thanks to the skilled work of specialised professionals.

From the selection phase - in conjunction with the client - to the photo shoot and the drafting of engaging copy, the focus is on the characteristics that make each individual products special.

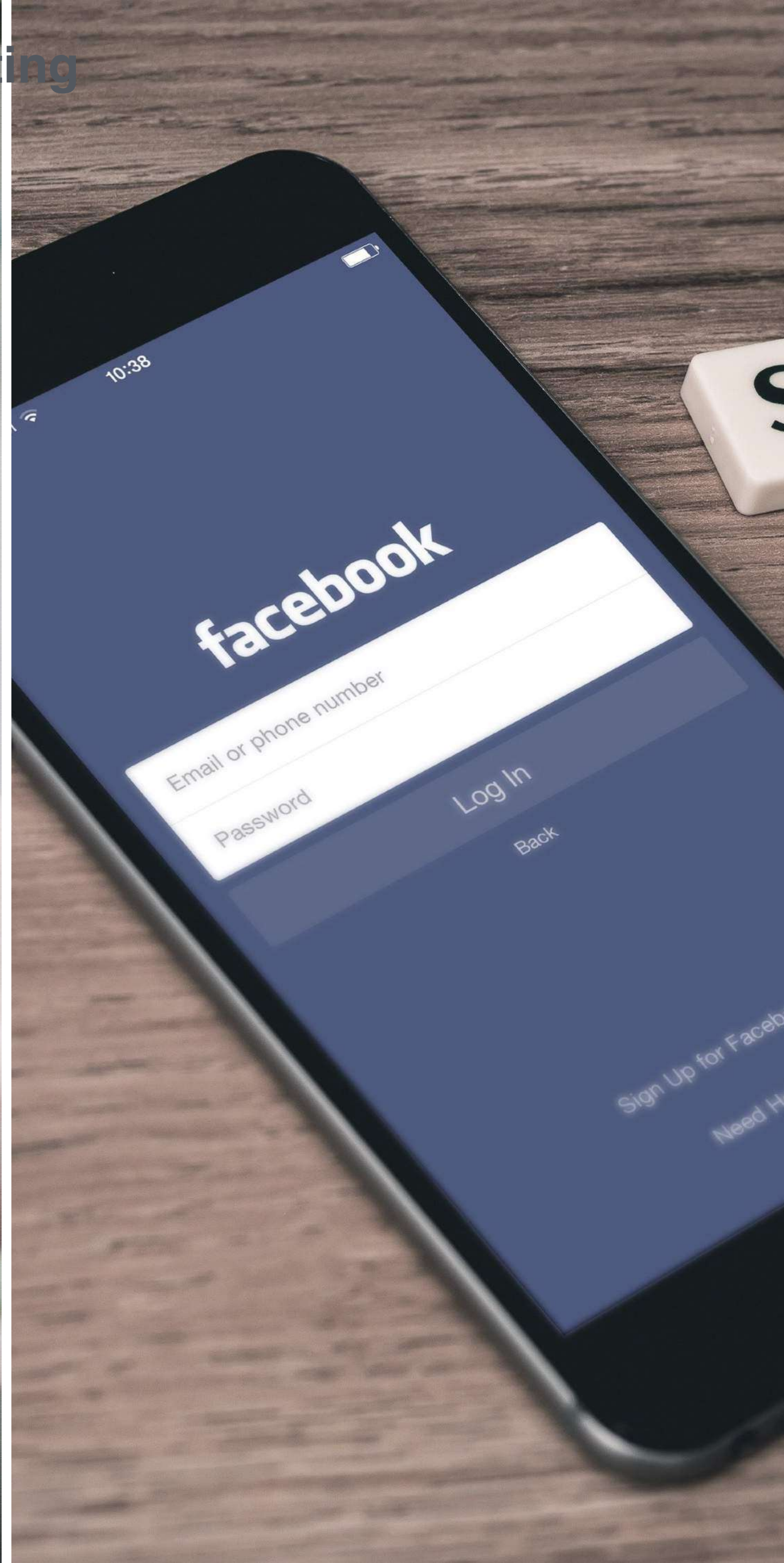


- Store Management
- Marketplace Services
- Channel Sales Management
- Buying
- Sales support
- In-house coordination of operational processes
- Drafting of commercial plans

Each client can count on a dedicated store manager to contact for all operations concerned with the e-commerce project.

The store manager ensures ongoing support in both commercial and operational terms, offering personal supervision of all activities connected with the e-store.

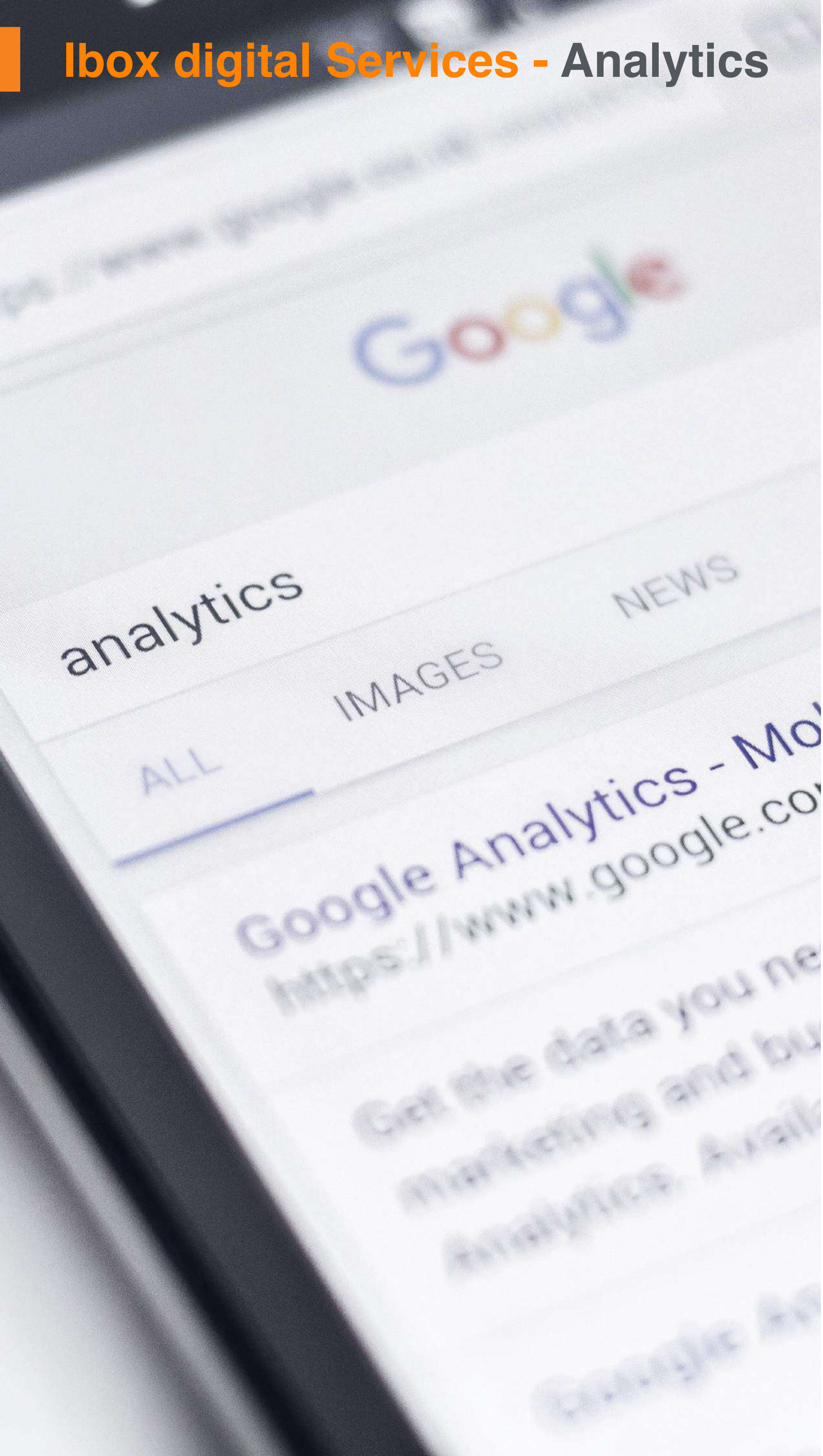
The store manager has merchandising and web marketing skills, as well as excellent analytical instinct and competence in designing commercial plans geared to the achievement of sales targets.



- Definition of Web Marketing strategy and objectives
- Search Engine Marketing
- Media Plan
- Performance marketing - search, affiliation, retargeting
- SEO consultancy
- Traditional and Social Media campaigns
- Database Building

With the collaboration of specialised agencies, the in-house team can provide a complete media plan, implementing media and social network strategies for optimum return on investment.

The mission is to achieve turnover and brand awareness objectives through accurate identification of the target groups, synergetic omnichannel integration and a consistent online and offline presence.

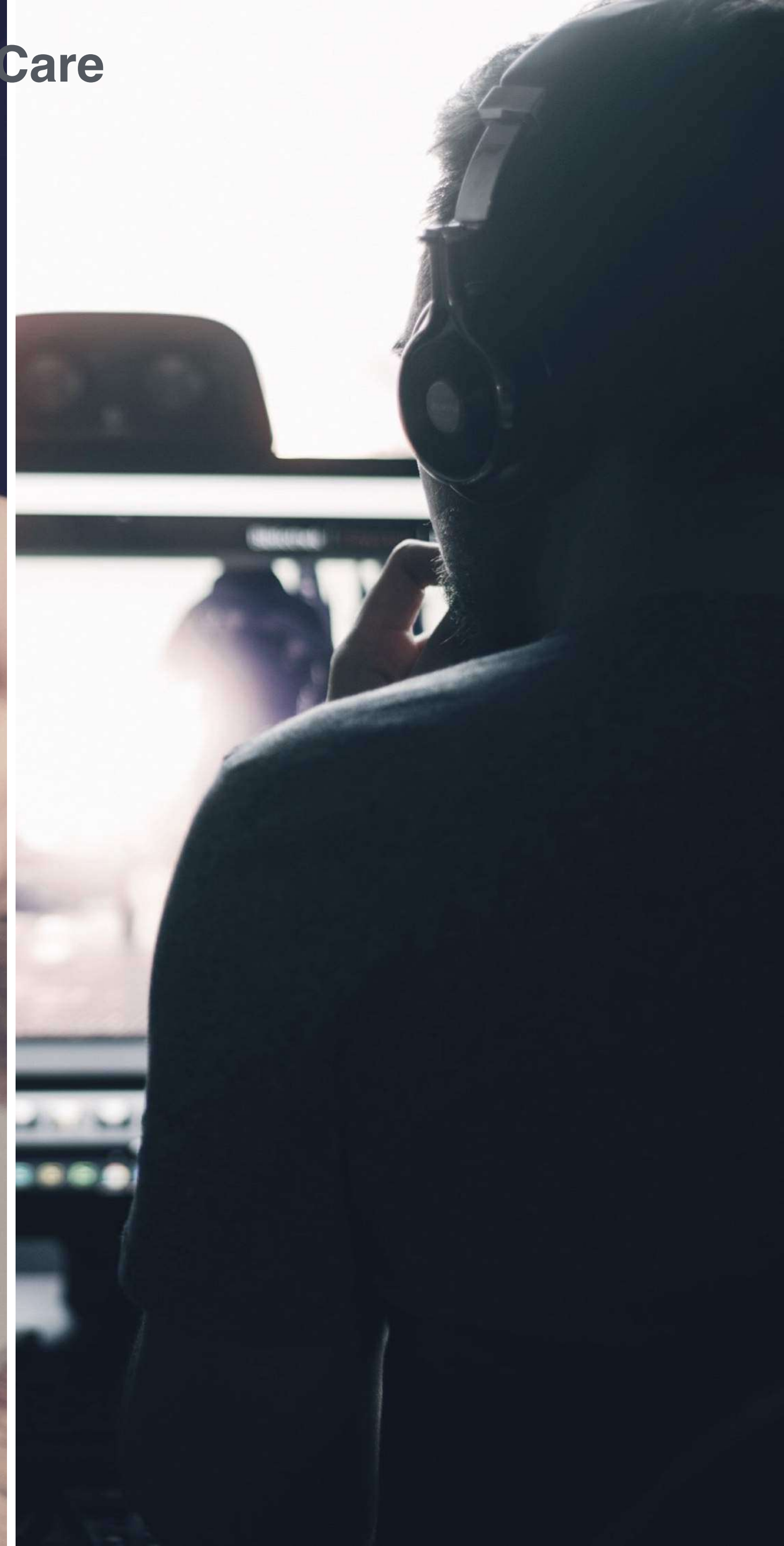


- Weekly product report
- Monthly, six-monthly and annual business reviews
- Personalised dashboards
- KPI analysis

ibox has sole use of a dynamic data analysis and exploration platform, developed through intensive R&D using its own proprietary technologies.

The system perfectly integrates data produced by the e-commerce platform with the client's access data registered by Google Analytics and similar tools.

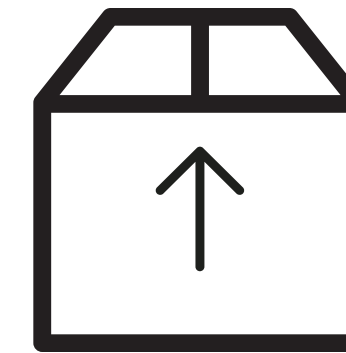
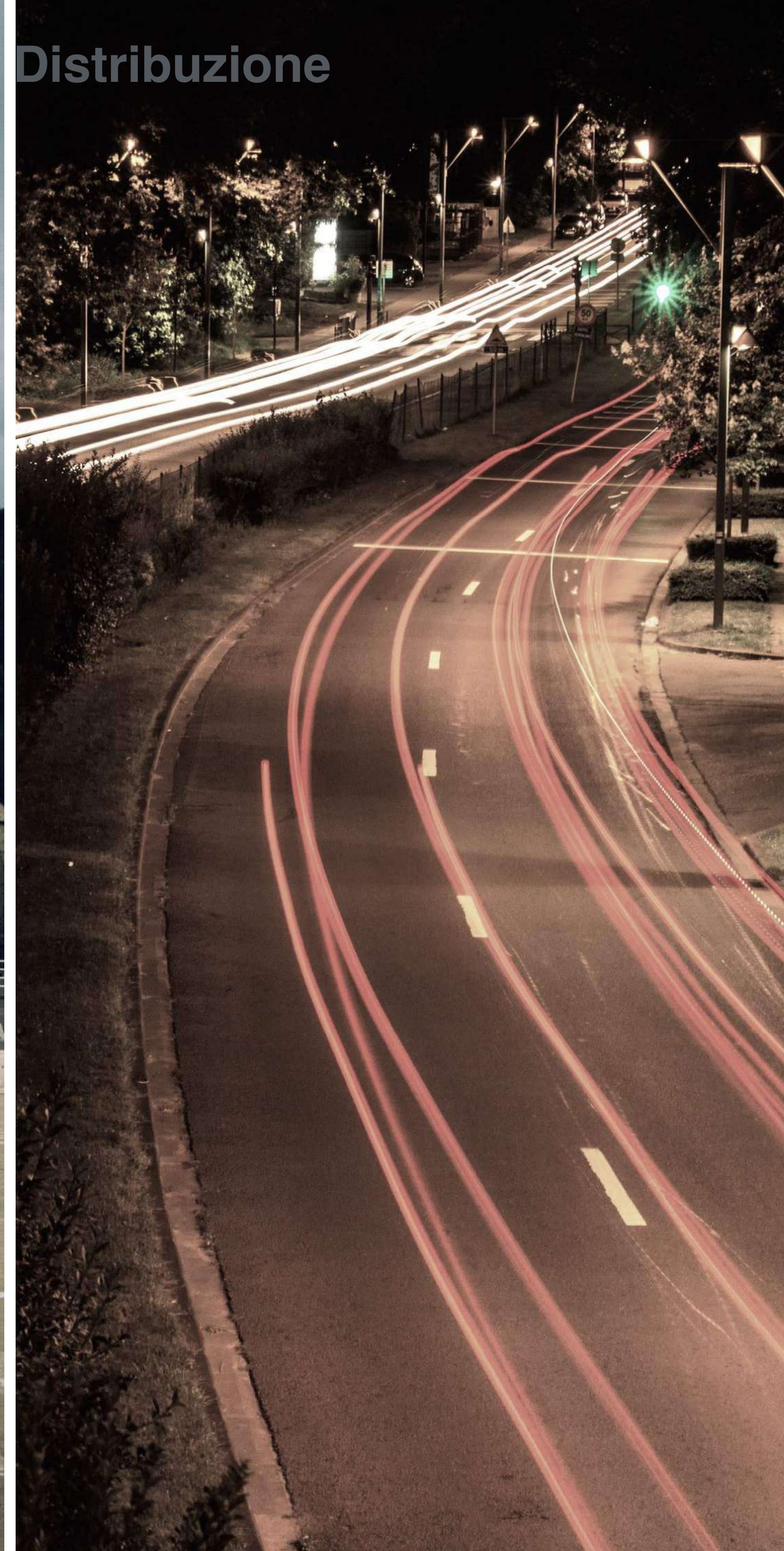
This allows clients to access valuable and completely customised databases, which are always available and can be consulted independently and directly.



- Support in 8 languages
- Time zone cover for Europe, Asia and USA
- Multichannel approach: email, telephone and live chat
- Product training for team leaders

Customer care is the most important brand marketing tool for customer satisfaction and retention.

The aim is to support the firm with a professional, multi-lingual service geared to sales requirements, information points and support for e-store.



- 3 logistics hubs
- Support from customs and excise specialists
- Standard and Express delivery
- Custom packaging
- Product personalisation services

ibox offers a widespread national and international logistics network, benefiting from agreements with major international couriers and postal services.



- Cash Management
- Payment Collection Management
- Fraud Prevention
- Tax Compliance

Payment collection at international level is managed by carefully selecting the most commonly used payment methods for each individual country.

Agreements with leading international partners ensure a state-of-the-art anti-fraud system.

The support of customs and excise consultants allows Ibox to offer a tax representation management service for the completion of formalities.



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