



GIGLIO GROUP SIGNS A CONSULTING CONTRACT FOR THE ECOMMERCE OF THE ALOISIO BRAND

Milan, January 22, 2024 - Giglio Group S.p.A. (Ticker GG), an "omnichannel solution" company listed on Euronext Milan of Borsa Italiana S.p.A, announces the signing of a consulting contract for the development of the eCommerce website for the ALOISIO brand and its complete management in full outsourcing.

Aloisio is a brand owned by Gaetano Aloisio & Co., President of the National Academy of Tailors and entrepreneur with a clear vision: to modernize the made-to-measure clothing market. Gaetano Aloisio is considered an ambassador of Italian bespoke luxury and has been a reference point for lovers of sartorial elegance for over thirty years. He creates bespoke garments for heads of state, members of royal families, and influential figures who have asked him for a more casual line for leisure time, giving rise to his brand Aloisio.

Giglio Group will be Aloisio's partner in consulting for the management of e-commerce activities, including UX/UI storytelling, e-commerce platform development, marketplace, social media strategy, and analytics. The goal is to consolidate the online presence of the Aloisio brand, enhance services, and stabilize sales by adopting the omnichannel approach that has always characterized Giglio Group.

Information about Giglio Group:

Founded by Alessandro Giglio in 2003 and listed on the Italian Stock Exchange since 2015, currently on the EURONEXT ILAN market, Giglio Group is a leader in Italy in the design, development, and management of high-value-added multiexperience platforms for the Fashion, Design, Lifestyle, Food, Healthcare, and Merchandising sectors. It is headquartered in Milan with branches in Rome, Genoa, and Shanghai. Thanks to its extensive expertise, Giglio Group supports client companies in the distribution of their products online through a unique platform, starting with the implementation of 360° managed single-brand e-stores. Furthermore, it integrates its activities with dedicated placement on the main global marketplaces and social channels, ensuring online management of both new collections and excess stock. The uniqueness of a "complete supply chain" online service thus ensures a 100% sell-through rate.

For further information:

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