



PRESS RELEASE

Confagricoltura, Giglio Group and Ancona's Agricultural Consortium: ConfagriMarket, the e-commerce of products and equipment for the agricultural world based on artificial intelligence, is now born.

Milan / Rome, 18 December 2024 - Efficiently manage orders and sales processes, positioning itself as a point of reference in Italy for the online trade of products and equipment for agriculture, vegetable gardens, gardens and the organization of outdoor spaces. This is the goal of ConfagriMarket, the company born today with the approval of the Board of Directors of Giglio Group S.p.A., a company listed on Euronext Milan (Ticker GG), which becomes a member of Confagricoltura, the oldest organization representing Italian agricultural businesses, and of the Provincial Agricultural Consortium of Ancona.

An innovative marketplace dedicated to products and equipment for the agricultural sector is born, an important digital initiative that offers advanced services for buying and selling, creating new opportunities for the products and services of agricultural consortia. Giglio Group, through its cutting-edge platform "Omnia", developed with technologies based on artificial intelligence, offers integrated and customized solutions to optimize decision-making processes, promote digitalization and improve operational efficiency.

"ConfagriMarket is part of the program for the diffusion of innovation in agriculture, undertaken by Confagricoltura for some time now. We believe that this digital platform can consolidate the relationship between producers, professionals and consumers by using AI to guarantee a customized service", said Massimiliano Giansanti, chairman of Confagricoltura.

Alessandro Giglio, Chairman and CEO of Giglio Group S.p.A., declared: *"We are excited to embark on this new adventure together, combining the skills of Giglio Group and the long experience of Confagricoltura to promote and modernize the Italian agricultural sector. Thanks to this ability to support and innovate the activities of the most critical companies and institutions for Italy, Giglio Group is configured as a true **"system company"**, contributing not only to the strengthening of the Italian economy, but also to the competitive positioning of the country on a global level. Its centrality in the national ecosystem represents an added value for the technological progress and sustainable development of Italy, in **2023 the agricultural sector** recorded a GDP of **€ 45 billion**, the percentage share of total GDP is **2.2%****. I can say that the Omnia platform is not just a technology: it is a strategic tool to project the Italian economy into the future, making it more innovative, interconnected and global."*

The mission of this initiative aimed at both professionals and enthusiasts who want to take care of their green spaces in their free time, is to simplify and enrich the online shopping experience. This system eliminates traditional barriers, facilitating direct trade and increasing supply chain efficiency. In particular, Giglio Group promotes national excellence, bringing the "Made in Italy" – synonymous with quality, tradition and innovation – to new international markets and increasing growth opportunities for Italian companies.

The agricultural e-commerce market has seen rapid growth in recent years. Several factors have contributed to this trend, including the digitalization of the primary sector, the growth of e-commerce platforms, convenience and the sustainable consumption trend. According to a recent research report, the "Agriculture Analytics" market is expected to reach **USD 2.27 billion by 2027**, with a CAGR of 17.5% during the 2020 to 2027 forecast period, furthermore, the growth in the number of startups in the AgriTech sector is the major trend observed.*

Sources*: <https://www.esg360.it/agrifood/agriculture-analytics-un-mercato-da-piu-di-2-miliardi-di-dollari-al-2027/>

** <https://grafici.altervista.org/composizione-del-pil-per-settore-economico/>

Information on Giglio Group

Founded in 2003 by Alessandro Giglio, Giglio Group has embarked on a path of innovation and growth that has led it to become a leader in the integration of artificial intelligence into omnichannel solutions. Listed on the Italian Stock Exchange since 2015 and currently on the EURONEXT MILAN market, the company has constantly expanded its presence on the international scene, consolidating its reputation as a trusted partner for companies wishing to digitize their business.

Giglio Group stands out for the design, creation and management of high added value solutions, specializing in key sectors such as Fashion, Design, Lifestyle, Food, Healthcare and Merchandising.

The cornerstone of the business model is the AI-based OMNIA platform, which offers an integrated end-to-end approach.

For further information:

Public and Investor Relations: elena.gallo@giglio.org (+39) 02 89954430

Information on Confagricoltura

Confagricoltura is the oldest organization for the protection and representation of Italian agricultural businesses. Representing over 200 thousand companies, 64 million working days and a third of the national agricultural surface, the association operates through its historic national headquarters in Rome, at Palazzo della Valle, and its European headquarters in Brussels, and is present throughout Italy through regional federations, provincial unions, area offices, municipal delegations, category federations and product federations. Confagricoltura is committed to the development of agricultural businesses and the primary sector in general, for the benefit of the community, the economy, the environment and the territory, promoting access to innovation, sustainability and competition of businesses on domestic and international markets.

Press Office Contacts Confagricoltura

image@confagricoltura.it - +39 066852.374

anja.zanetti@confagricoltura.it - +39 342 8443819

anna.gagliardi@confagricoltura.it - +39 345 0291869

www.confagricoltura.it