



CORPORATE PRESENTATION



3 CONTINENTS: EUROPA, AMERICA, ASIA



GROSS MERCHANDISING VALUE: > 100 MLN €



TEAM: 90 PEOPLE



REVENUES: > 45 MLN €



MARKET CAP MAY '21: > 42 MLN €



**E-COMMERCE
EXPECTED GROWTH*: +27%**



HISTORY

2003

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

2011

Acqua channel starts broadcasting.

Nautical channel is established (the only one in the world dedicated to sailing and water sports).

Buongiorno Spa purchases 100% of Dada

2016

Acquisition of **MF Fashion** (now Giglio Fashion), the new online fashion marketplace at a global level.

2018

Giglio Group launches **Channel *ibox* 65**, the first T-channel in Italy.

Listing on the MTA STAR

2021

Giglio Group purchases **Salotto Brera** for increasing International Coverage of B2B Division



Giglio Group invest into Digital Marketing Automation renting **7hype** branch and Academy



Dada enters into Giglio Group with a 10% stake. **Live TV** channel is created.

Giglio TV is founded. It's the first television channel dedicated to Italian Lifestyle.

Giglio Group purchases Evolve Service, an important player in the e-commerce industry.



Transfer of Media Division to listed Spanish Company **Vertice 360**

Giglio becomes a 100% e-commerce company with global coverage of commercial hubs and logistics. **Acquisition of:**



In July 2020 **Marco Riccardo Belloni** is nominated as the **new CEO** of Giglio Group.

He's the youngest CEO in Italy in a MTA listed company

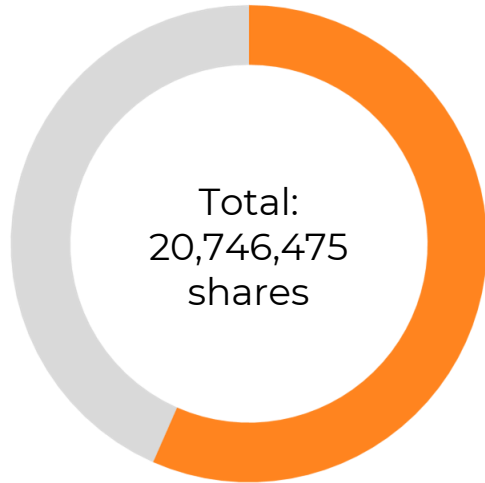
2008

2014

2017

2019

2020



◆ 56.59% Meridiana Holding

◆ 43.41% Free Float



Since March 20th 2018, Giglio Group has been listed in the STAR segment of the Milan stock exchange. Ticker: GGTV



Alessandro Giglio
CEO & Founder Giglio Group SpA, President of Meridiana Holding, CDA member of: Gruppo Iren, Iren Energia and Teatro Nazionale di Genova.



SOFTWARE AS A SERVICE

PLATFORM AS A SERVICE

INFRASTRUCTURE AS A SERVICE

FULL OUTSOURCING



ORACLE
Commerce Cloud



Activities entrusted to Giglio Group by partnering clients

E-Commerce and Omnichannel strategy

Creation of E-Commerce platform for the client

Full management of outsourced activities*

Revenue Share on performance

***Management of all activities: online store – marketing – payments – customer care – logistics – etc.**

Development of cutting-edge omnichannel projects
aimed at integrating physical stores with e-stores



OMNICHANNEL



The user is at the core of the strategy, and he/she shall not differentiate between online and offline contacts with the brand, between social networks and e-commerce, between the services of the physical and the online store.

...through:

OMNICHANNEL
PROPRIETARY
TECHNOLOGY

tereshop
giglio group

E-COMMERCE, SOCIAL
NETWORKS &
MARKETPLACES
INTEGRATION

7HYPE
giglio group

QUICK APPROACH
TO INTERNATIONAL
MARKET


giglio
eDISTRIBUTION



**SALOTTO
DI BRERA**
giglio group

FULLY-OUTSOURCED,
"EASY-TO -USE"
APPROACH


giglio
GROUP S.p.A.

B2C DIVISION

1.

**E-Commerce
Full Outsourcing**
(E-Commerce Service Provider)

tereshop
giglio group

2.

**Engagement &
Marketing Automation**
(Engagement Enabler)

7-HYPE
giglio group

B2B DIVISION

3.

**E-Distribution
Full Outsourcing**
(MarketPlace Digital Enabler)


giglio
eDISTRIBUTION

4.

**Travel leisure
selective distribution**
(Distribution enabler)


**SALOTTO
DI BRERA**
giglio group

1.

**Ecommerce
Full Outsourcing**

(Ecommerce Service Provider)



FASHION



DIY / ELECTRONICS



DESIGN



PHARMA



OTHER

2.

**E-Distribution
Full Outsourcing**

(MarketPlace Digital Enabler)



FASHION



HEALTH



DESIGN



FOOD & FAST-MOVING
CONSUMER GOODS

3.

**Engagement &
Marketing Automation**

(Engagement Enabler)



FOOD & FAST-MOVING
CONSUMER GOODS



RETAIL



OTHER



INSURANCES



INDUSTRY



FINANCE

4.

**Travel leisure
selective distribution**

(Distribution enabler)



RETAIL



FASHION



DESIGN



FOOD & FAST-MOVING
CONSUMER GOODS



OTHER



1.

**Ecommerce
Full Outsourcing
BRAND & RETAIL**



2.

**E-Distribution
Full Outsourcing
MARKETPLACE (B2B & B2B2C)**



3.

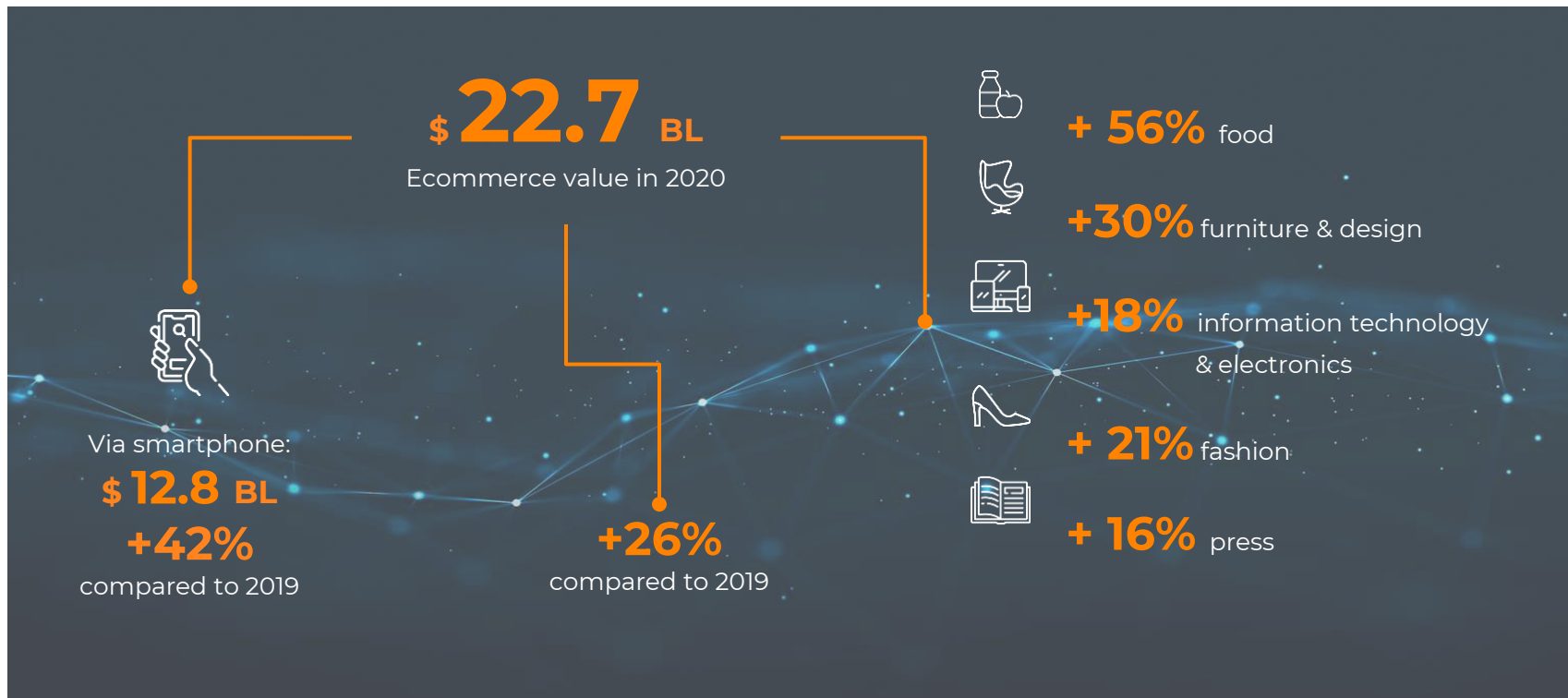
**Engagement &
Marketing Automation
BRAND**



4.

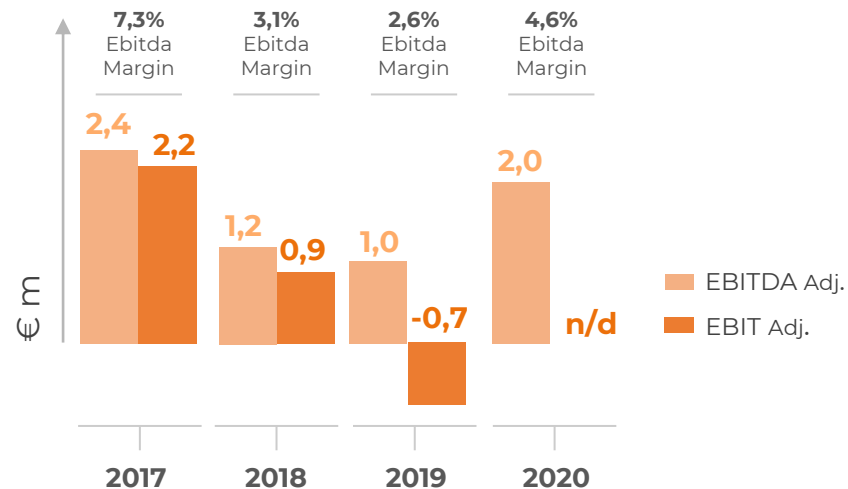
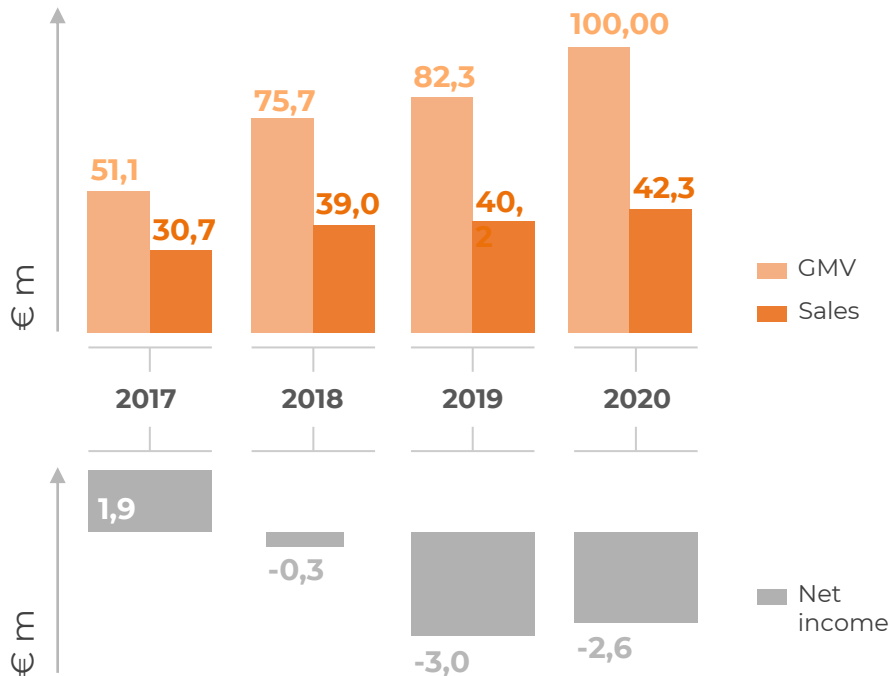
**Travel leisure
selective distribution
BRAND & RETAIL**





*Source: Politecnico di Milano

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