

The logo for Classeditori, featuring the word "Classeditori" in a stylized, cursive font with a red underline.The logo for Class TV Moda, featuring the words "Class TV Moda" in a stylized font with a red underline.The logo for Giglio Group S.p.A., consisting of a black rectangle with "GIGLIO" in white at the top and "GROUP S.p.A." in white on a dark grey background at the bottom.

A JOINT VENTURE BETWEEN CLASS EDITORS AND GIGLIO GROUP FOR CLASS TV MODA

The transaction, which entails the acquisition of 50% of Class TV Moda Holding Srl by Giglio Group, is aimed at the expansion of its television network on a global level, which will integrate and enrich new content on the IBOX platform, e- Commerce 4.0 of Giglio Group

Thus, making Class TV Fashion ever more international

Milan, 26 April 2017 – Class Editori and Giglio Group (Aim Italia – Ticker GGTV), the first e-commerce 4.0 company, between them, they have formed an equal share joint venture with **Class TV Moda Holding srl**, which holds 50% of Class TV Moda.

The joint venture, for Giglio Group, has the strategic aim to increase the number of channels of its network, currently being distributed in 47 nations, 5 continents and in 6 languages, on satellite, mobile, web TV and on airline companies, and to enrich further the IBOX platform, the 4.0 e-commerce of Giglio Group, this is the channel's target which is in perfect harmony with the promotion and sale of the "Made in Italy" luxury brands in the world. With this agreement, Class TV Fashion will expand its international presence by increasing its audience and strengthening its leadership in the market.

Paolo Panerai, Editor in Chief e CEO of Class Editori, has stated: "The operation represents a further testimony to the validity of the content being broadcasted by Class TV Moda, which is the undisputed star of fashion on television, not just in Italy. The possibility of an international distribution thanks to the Giglio Group will result in significant audience expansion in important markets and places that will strengthen the bond with people who are the target of reference for Class TV Moda. This is beneficial for all companies that choose to promote and communicate with the public representing their own interest."

Alessandro Giglio, President of Giglio Group, has commented: "I am particularly happy to be able to collaborate with such a prestigious company as Class Editori and I am sure that the best synergies between these publishing groups will be realized right away. Our main goal is to contribute to world-wide distribution of prestigious content such as Class TV Fashion, with particular focus on the United States, China, the Middle East and North Europe, in perfect convergence with our industrial plan and the 4.0 e-commerce named ibox, also in view of our wished and imminent move to the Star Market Segment of Borsa Italiana".

Informationi on:

Class TV Moda – is the first Italian TV channel that combines fashion, luxury and entertainment, and is devoted entirely to the world of fashion and its protagonists, with 24 hour programming, rich in international events, fashion shows and exclusive interviews with fashion designers and celebrities. Launched in 2007, it broadcasts via satellite in free-to-air mode on SKY channel 180 and in the United States it broadcasts on The Beach Channel - Atlantic Broadband, and Channel 5 of Miami.

Information on Giglio Group:

Fondata da Alessandro Giglio nel 2003 e quotata in Borsa sul mercato AIM dal 7 agosto 2015, Giglio Group è una società e-commerce 4.0. Il gruppo è leader nel settore del broadcast radio televisivo, ha sviluppato soluzioni digitali all'avanguardia e rappresenta, nel fashion online, un market place digitale a livello globale, approvvigionando i trenta principali digital retailer del mondo. Giglio Group produce inoltre contenuti multimediali che vengono trasmessi, attraverso accordi con operatori e in larga parte attraverso una infrastruttura proprietaria di trasmissioni via fibra e satellite costituita dalla divisione M-Three Satcom, in 46 paesi, 5 continenti ed in sei lingue attraverso i propri canali televisivi (Nautical Channel, Giglio TV, Acqua e Playme), visibili su tutti i dispositivi televisivi, digitali, web e mobile. Nel 2016 il Gruppo ha lanciato il proprio modello di e-commerce 4.0, attualmente operativo in Cina e Usa: l'utente "vede e compra" cliccando sul proprio smartphone/tablet o scattando una fotografia del prodotto che sta guardando in tv, per una rivoluzionaria esperienza d'acquisto. Giglio Group ha sede a Milano, Roma, New York (Giglio USA) e Shanghai (Giglio Shanghai).

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