



GIGLIO GROUP SPONSORS DIGITAL BOOTCAMP
***In cooperation with Netcomm Suisse, Giglio Group shall finance
a post-graduate scholarship for Digital Content Producers***

Milan, 1 March 2019 – **Giglio Group**, the leading e-commerce 4.0 platform listed on the MTA-STAR market now partnered up with more than 70 lifestyle brands, is pleased to announce its new cooperation with **Netcomm Suisse** for the **Digital BootCamp project**, a “post-graduate” scholarship of 7.000 CHF (about € 6.160) per person targeting only six selected applicants that shall obtain the professional certification of **Digital Content Producer**.

Giglio Group, together with other prestigious partners such as Google Italy, Guess, VF and Find, shall follow up on the participants for 5 full-time months. The weekly programme shall alternate two half-days of theoretical training and two related Field Projects, it shall offer business visits and two days dedicated to Content Creation. Moreover, students shall have the opportunity to do internships at partnering companies.

The courses – which shall range from Inbound Marketing to Video Production and Post-production, without forgetting Social Media, SEO, SEM and much more – shall also host prestigious and inspiring guest speakers from the Fashion Tech and Digital sectors, who shall make available their unique and priceless know-how to the Digital BootCamp, thus guiding the students in their training .

Alessandro Santamaria, **Giglio Group’s Managing Director Digital & Strategy Giglio Group**, **commented**: *“Our partnership with Digital BootCamp is very important for us, as it allows us to help young people to grow in the Digital sector. As Worldwide Digital Enabler, Giglio Group is committed to offer young people a chance to prove themselves and we are sure that this project is just the first in a long series of wider and more international cooperation aimed at cultivating the talents of the future”*.

Information on Giglio Group:

Giglio Group, founded by Alessandro Giglio in 2003 and listed on the MTA-Star market on Borsa Italiana, is a “Worldwide Digital Enabler” that offers tailor-made B2B and B2C services through its own IBox Distribution and IBox Digital business lines to more than 70 lifestyle brands. With headquarters in Milan, New York, Shanghai, Hong Kong, Rome, Lugano and Genoa and thanks to its remarkable expertise, Giglio Group accompanies its customers in the online distribution of their products through a platform which, starting from the implementation of fully tailor-made and managed monobrand e-stores, integrates the business with the dedicated placement on main lifestyle marketplaces worldwide, whilst offering online full-price and stock management – a unique, “complete-supply-chain” online service ensuring a 100% sell-through rate.

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