



GIGLIO GROUP SIGNS A NEW DEAL WITH MORESCHI FOR DISTRIBUTION IN EUROPEAN AND NORTH-AMERICAN MARKETPLACES

TODAY, MARKETPLACE DISTRIBUTION IS A SUPPLEMENTARY CHANNEL FOR E-COMMERCE SHOWING STRONG GROWTH PROSPECTS

Milan, 08 April 2019. - 52% of online sales is generated by marketplace platforms (source: Digital Commerce 360). Brands, through the proprietary technological platform of iBox Digital, a Giglio Group subsidiary, can distribute their products on the main marketplaces of the world, recording in a few months an average online turnover growth of +46%. The main online distribution channel cannot be ignored anymore.

Giglio Group, first e-commerce 4.0 platform listed on the STAR segment and digital partner of more than 70 lifestyle brands, has invested in a team specialised in the marketplace sector and in the creation of a proprietary technological platform: an actual "control room" capable of offering luxury and accessible luxury brands a tailor-made distribution service. Brands, in contact with a single interlocutor (iBox), are distributed on main marketplaces worldwide and managed through the implementation of brand-protection, brand-positioning and revenue-acceleration strategies. Moreover, the iBox team, comprised of experts from the sector with a know-how acquired within luxury firms, is capable of managing on a daily basis the presence of the clients on various platforms, maximising their revenues in terms of sales and image.

Giglio Group is glad to announce the conclusion of a new agreement with an important Made in Italy brand, **Moreschi**, who chose **iBox Digital** for broadening the reach of its digital business, thanks to the iBox platform, also on European and North-American marketplaces.

Alessandro Santamaria, Giglio Group's Managing Director Digital & Strategy, commented: *"Months ago we forecasted that the marketplace model would have become essential in order to accelerate both the brand awareness and the turnover, also for the luxury sector. For this reason, we developed a team armed with dedicated technologies while our collaborators worked on opening up the market. Today, we are very satisfied to announce this new collaboration with a prestigious brand such as Moreschi, who chose to trust our Group with the expansion of its online business. Our international professionals, specialised in managing the most important marketplaces of the fashion sector, are capable of leading clients through significant growth not only in terms of turnover, but also of brand awareness, and on a global scale. With Moreschi, we shall begin a partnership path aimed at increasing their online turnover"*.

Francesco Moreschi, Marketing and Communication Manager and third-generation representative of the family firm founded 70 years ago, added: *"I am glad to combine the great artisan know-how and the attention to detail that has always characterised our footwear with the strength of the most contemporary distribution channel available today on the Italian fashion system. For this important step, I chose not only a reliable partner capable of communicating with all main marketplaces worldwide, but also a company capable of understanding and meeting the specific positioning needs of a luxury brand such as ourselves."*

Information on Giglio Group:

Giglio Group, founded by Alessandro Giglio in 2003 and listed on the MTA-Star market on Borsa Italiana, is "The e-commerce gateway for fashion" 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.

Information on Moreschi:

Moreschi is craftsmanship, heritage, 100% Made in Italy.

The company was founded on 1946 in Vigevano by Mario Moreschi and from the very day of its foundation was characterized by the production of high quality shoes.

The Moreschi shoe is the product of an inseparable combination: highly qualified labor and top materials which are carefully selected. A Moreschi shoe is manufactured by hand requiring from 200 to 300 steps. Tradition and innovation come together in perfect harmony providing precious know-how on manufacturing techniques which are handed down from generation to generation, guaranteeing the success of the company's products and making it synonymous with excellence, icon of timeless elegance and ambassador of Italian style throughout the world.

CONTACTS

Corporate&Business Press Office:

PAMBIANCO Communication
Lucia La Porta e Francesca Magrotti
communication@pambianco.com
Tel. 02/76388666

Corporate&Finance Press Office:

Spriano Communication&Partners
Matteo Russo e Cristina Tronconi
Tel. 02 83635708 mob. 347/9834881
mrusso@sprianocommunication.com
ctronconi@sprianocommunication.com