



GIGLIO GROUP LAUNCHES NEW OMNIA PLATFORM WITH A NEW ARTIFICIAL INTELLIGENCE-BASED SOLUTION RESULTING FROM THE MERGER OF THE FLEX AND NIMBUS PLATFORMS THAT WILL REVOLUTIONIZE THE DIGITAL PURCHASING PROCESS

Milan, July 17, 2024 - Giglio Group S.p.A. (Ticker GG), an "Omnichannel Solution" company listed on Euronext Milan, announces the launch of OMNIA. The new advanced technology platform, based on artificial intelligence, represents the innovative union and evolution of Giglio Group's two proprietary platforms Flex and Nimbus, and offers an integrated end-to-end approach for managing both the physical and online purchasing process, from the initial order phase to final delivery.

With the goal of streamlining business operations following the merger of Ecommerce Outsourcing under Giglio Group, and subsequent optimizations occurring in late 2023, OMNIA is positioned as a key pillar, combining the functionality of Flex, the dedicated e-commerce platform, and Nimbus, the accounting platform, with the evolution of integrated artificial intelligence. This fusion ensures a high level of customization and modularity, enabling smooth integration with various systems including OMS, PIM, MA, CC and payment systems, thanks to the "CONNECTOR" connection module that acts as a central orchestrator to optimize operational efficiency.

Particularly distinctive for its Shipment and OMS modules, OMNIA offers a complete solution ranging from warehouse management to point-of-sale, leveraging cross-functional accelerators for rapid deployment and subsequent performance optimized by artificial intelligence.

Alessandro Giglio, CEO of Giglio Group, says, "OMNIA is the result of months of work by the entire Giglio Group IT department, which has invested significant resources, both economic and human, to achieve a result that propels the company into the second quarter of the century. Aimed at companies seeking efficiency, flexibility and an excellent user experience, OMNIA is the optimal choice for the needs of today and the digital of the future."

About Giglio Group:

Founded by Alessandro Giglio in 2003 and listed on the Italian Stock Exchange since 2015, currently on the EURONEXT MILAN market, Giglio Group is a leader in Italy in the design, implementation and management of high value-added omniexperience platforms for the Fashion, Design, Lifestyle, Food, Healthcare and Merchandising worlds. It is based in Milan and has branches in Rome, Genoa and Shanghai. Thanks to its considerable specific experience, Giglio Group accompanies client companies in the distribution of their products online through a unique platform, starting from the implementation of single-brand e-store created and managed at 360°. In addition, it integrates the activity with dedicated placement on the world's main marketplaces and social channels, guaranteeing the online management of both new collections and inventory stock. The uniqueness of a "full supply chain" online service thus ensures a 100% sell through.

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