



## **GIGLIO GROUP SPA AND GD PHARMA FOR DIGITAL IMPLEMENTATION**

**Milan, July 2nd, 2024** - Giglio Group S.p.A. (Ticker GG) has officially announced a significant agreement with General Dietetics Pharma Srl, a company specialized in the marketing of cosmetic and natural integration products in the Pharmacy, Parapharmacy, and Herbalist channels.

According to the contract, Giglio Group will be responsible for the implementation of key services such as the development of the following proprietary websites: Winternatura, Dietalinea, Biokeratin, Natur Unique, and the Erboristeria.com site, including the management of GDP's institutional website. Furthermore, GDPharma entrusts Giglio Group Spa with the creation and management of Amazon pages and digital marketing for all brands. These initiatives aim to enhance the digital presence of the involved brands, offering an optimized experience in line with the highest industry standards.

### **Information 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 omniexperience platforms for the Fashion, Design, Lifestyle, Food, Healthcare, and Merchandising sectors. It is headquartered in Milan with branches in Rome, Genoa, and Shanghai. With its significant specific expertise, Giglio Group assists client companies in the distribution of their products online through a unique platform, starting from the implementation of mono-brand e-stores created and managed comprehensively. It also complements the activity with dedicated placement on the main marketplaces and social channels worldwide, ensuring online management of both new collections and remaining stock. The uniqueness of a "full-chain" online service guarantees a 100% sell-through rate.*

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