



PRESS RELEASE

YOOX S.P.A.: ISSUED 107,796 NEW SHARES UPON STOCK OPTION EXERCISE

Milan, 28 August 2014 - YOOX S.p.A. (MTA, STAR: YOOX), the global Internet retailing partner for leading fashion and design brands, announces that today the Company has issued 107,796 ordinary shares following the exercise of 2,073 stock options, the details of which are described in the table below.

Stock Options plans	Exercise Prices (in Euro)				Total number of stock options	Total number of shares (after stock split)*
	59.17	277.68	407.16	441.48		
2006 - 2008	250				250	13,000
2009 - 2014		976	77	770	1,823	94,796
Total	250	976	77	770	2,073	107,796

*As a consequence of the stock split approved by the YOOX extraordinary Shareholder's Meeting on 8 September 2009, each outstanding option entitles the holder to subscribe for 52 YOOX ordinary shares, at the exercise prices described in the table above.

As a result of the above, the **new share capital of YOOX S.p.A.** will amount to **Euro 592,921.16 represented by 59,292,116 ordinary shares** with no indication of nominal value.

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YOOX Group

YOOX Group is the global Internet retailing partner for leading fashion & design brands. It has established itself amongst the market leaders with the multi-brand online stores yoox.com, thecorner.com and shooscribe.com, as well as with numerous mono-brand online stores, all of which are "Powered by YOOX Group." The Group is also a partner of Kering, with which it has created a joint venture dedicated to the management of the mono-brand online stores of several of the Kering Group's luxury brands. The Group has offices and operations in Europe, the United States, Japan, China and Hong Kong and delivers to more than 100 countries worldwide. Listed on the Milan stock exchange, the Group posted consolidated net revenues of Euro 456 million in 2013. For further information: www.yooxgroup.com.