



## PRESS RELEASE

### SUCCESS BEYOND EXPECTATIONS FOR UNIEURO'S "ADDAMS BLACK FRIDAY"

- Revenues in strong growth throughout the entire campaign, a further improvement compared to the outstanding performance in 2018
- Excellent performance of the brick-and-mortar network: revenues of the Retail channel up 15% with 6.7 million store visitors in the period and sell-out of affiliated stores up 18%
- New record online orders: Unieuro.it up 77%, success for the Monclick *Fra-I-Dei* campaign
- Exceptional exploit of Dyson products; Google Home Mini once again the best-selling product (45,000 pieces)
- Winning promotional strategy, purposely planned in advance thanks to a close partnership with the industry

Forlì, 3 December 2019 - Unieuro S.p.A. (MTA: UNIR), the leader in the distribution of consumer electronics and electric household appliances in Italy, today announced an excellent commercial performance for its "Addams Black Friday", the important promotional campaign launched last 11 November (Singles' Day) and ended yesterday, 2 December (Cyber Monday).

Due to Black Friday being especially late this year (29 November), the campaign was the longest in the history of Unieuro, exceeding by one week the 2018 "Black Roc Friday", from which it nevertheless borrowed the commercial approach with baskets of heavily discounted products that have evolved and have been expanded gradually in view of the last four days, the most important in absolute terms.

For the entire duration of Addams' Black Friday, Unieuro therefore recorded a strong growth in revenues in all sales channels and categories, also thanks to the expansion of the store network compared to the month of November 2018, with the acquisition in Sicily and the full implementation of the partnership with Finiper.

**Direct stores**, including a total of 248 stores belonging to the Retail and Travel channels, recorded a growth of 15% in revenues during the campaign compared to the same period in 2018. Cumulative traffic in stores exceeded 6.7 million visitors (up 10%) and benefitted from the impressive omnichannel communication campaign where the iconic Addams family played the leading role.

The **Indirect channel** - which includes affiliated stores and shop-in-shops in hypermarkets - recorded a strong growth in sell-out data, up 18% over the period 11 November - 2 December 2018.



As part of the Online channel, the **unieuro.it** platform acquired 77% more orders throughout the entire period, with peaks of +191% and +53% during the Black Friday and Cyber Monday days, respectively. This all-time record, both in terms of value and in terms of number of orders (one every 3 seconds), remained the prerogative of the Singles' Day, a commercial anniversary introduced in Italy by Unieuro back in 2017 and that marks the actual start of the Black Friday season.

In general, all the product categories performed excellently. In the category of Grey goods, both smartphones and PCs recorded double-digit performances, as did the TV segment, which drove the revenues of Brown goods. The category of White goods, on the other hand, benefitted from the exceptional boom of the vacuum cleaning segment, with the Dyson V8 Absolute model setting a new record of over 17,000 pieces sold. However, the seasonal best-seller was once again the Google Home Mini, which broke the previous sales record reaching 45,000 pieces throughout the campaign.

Over the long **Black Friday weekend**, from Friday 29 November to Monday 2 December included, Unieuro recorded a peak in store revenues (35% of the total campaign) and traffic (2 million visitors to direct stores), but it was the web that benefitted the most from the new consumption trends confirming that Black Friday is increasingly perceived and experienced as a consumer phenomenon related to e-commerce. During the four-day period, Unieuro.it in fact recorded a 97% increase in order intake.

**Monclick**, the digital pure player wholly controlled by Unieuro, once again carried out its successful *Fra-I-Dei* promotional campaign, for the first time on air on TV as well. During the 15 days of duration, the orders received recorded a 39% increase, reaching a peak in value on Black Friday proper thanks to the simultaneous increase in the number of orders (up 10%) and average receipt amount (up 8%). It was no coincidence that Apple AirPods 2 and a Beko dryer were the best-selling products, in volume and in value respectively.

*"Black Friday has become a pillar of Italian consumption habits and the 2019 campaign, which closed with revenues once again exceeding our forecasts, confirmed a trend that has now become unstoppable. The real strength of a retailer thus resides in gaining market share to the detriment of very aggressive competitors, but especially in doing so by preserving a balance between volumes and margins."*

*"By confirming, and at the same time refining, the positive experience of Black Friday 2018, Unieuro has once again been able to combine the two aspects taking advantage of the considerable size reached, the consolidated partnerships with the most important suppliers and the commitment of our five thousand enthusiastic, close-knit and motivated employees".*

**Giancarlo Nicosanti Monterastelli**, Chief Executive Officer of Unieuro.



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*Unieuro S.p.A. has chosen to use the “eMarket SDIR” and “eMarket STORAGE” platforms managed by Spafid Connect S.p.A., with offices at Foro Buonaparte 10, Milan, for the transmission, storage and filing of Regulatory Information made public.*

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*Mr Italo Valenti, the manager responsible for preparing the company ’ s accounting documents, hereby declares that, pursuant to and in accordance with Article 154-bis, paragraph 2, of Legislative Decree No. 58 of 1998, the information contained in this press release matches the Company ’ s documentation, books and accounting records.*

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**Unieuro S.p.A.**

*Unieuro Unieuro is the Italian leader in the distribution of consumer electronics and household appliances, thanks to an omnichannel approach that integrates directly operated stores (about 250), affiliated stores (about 270) and the unieuro.it digital platform. The company is based in Forlì, has a central logistics hub in Piacenza and has a staff of about 5,000 employees. Listed on the STAR segment of the Italian Stock Exchange since 2017, Unieuro reported revenues of €2.1 billion in the fiscal year ended at 28 February 2019.*

Corporate website: [www.unieurospa.com](http://www.unieurospa.com)

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