

GIGLIO.COM

PRESS RELEASE

Record-breaking Black Friday for GIGLIO.COM: 1 million euros in sales in just one day

- ***The Company hit a new record on November 25, with sales exceeding one million Euros in 24 hours for the first time.***
- ***Strong growth in revenues during Black Friday Week resulting in an almost tripled GMV compared to 2020 and confirming the Company growth trends of the past few months.***

Palermo, November 30, 2022 – GIGLIO.COM S.p.A. (**Company** or **GIGLIO.COM**) company operating in the online sales sector for multi-brand luxury fashion on a global scale hit sales record over Black Friday week.

Black Friday 2022 will forever be a memorable day for GIGLIO.COM. Day in which transactions exceeded one million euros in a day for the first time (+32.5% compared to 2021), thus setting a new sales record for the Company. During the typical shopping bonanza at the end of November, GIGLIO.COM customers viewed 1,000 items per minute for a total of 1.2 million product pages and added an item to their cart every two seconds.

The numbers registered during the entirety of Black Friday Week, including Cyber Monday, are also very relevant, as the Company tripled its orders compared to the same period in 2020.

Additionally, also thanks to excellent Singles' Day numbers in the Asian regions, the great start of the winter promotional season allowed the Company to confirm the growth trends of all main KPIs, compared to the same promotional period last year: namely, we registered a significant growth in the repurchase rate of loyal customers, whose share increased by 47%. The average cart increased by 22%, while the average spend per customer increased by 24%.

The recent extension of the logistics capacity, with a new structure in Vimodrone (Milan), contributed to achieving these results, as it allowed the Company to improve its order fulfillment capacity in view of the most important seasonal peak of the year.

The contribution of our Community Store - the network of partners that feeds the GIGLIO.COM assortment - was paramount, as it allowed the Company to double the number and value of the products offered to its customers compared to last year.

Finally, the Digital Marketing planning - which helped us reach local consumers through influencers and social shopping platforms - made it possible to accelerate the internationalization process, confirming the extraordinary growth in the APAC and MENA regions.

"Despite the complexities of the current macroeconomic context, we have managed to write a new page of our exciting story. We would have never thought we would be celebrating the milestone of one million euros in a day until recently, and seeing all this become true really makes us proud." – commented **Giuseppe Giglio, President and CEO of GIGLIO.COM**.

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GIGLIO.COM - a Company operating in the online sales sector for multi-brand luxury fashion on a global scale - is a style destination that reaches its customers in over 150 countries, featuring some of the most prestigious fashion and luxury brands for women, men, and kids. The Company was founded in 1965 by the Giglio family, owner of high fashion boutiques in the city of Palermo, and in 1996 became the first online fashion store in Italy, placing itself among the pioneers of the sector in our country.

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