



PRESS RELEASE

BANZAI: Stock Option Plan Banzai 2015-2019

Milan, 15 May 2015

Banzai states that, in relation to the Company's Press Release published yesterday, May 14, 2015, the Stock Option Plan 2015-2019 Banzai provides for the allocation of **a maximum of 2,750,000 options**, divided into two tranches as it follows: the first one for 1,100,000 Options, the second one for 1,650,000 Options.

This Press Release is available on the Company's website www.banzai.it and www.1info.it

Banzai is the number 1 Italian e-Commerce platform and one of the largest digital publishers in Italy. Founded by Paolo Ainio, one of the pioneers of Internet in Italy, Banzai today employs more than 440 professionals and is one of the leading Internet companies in Italy with revenues of €185 million in 2014. Every month, 18 million unique users visit Banzai's e-Commerce and media websites including, among others, ePRICE, SaldiPrivati, Giallo Zafferano, Pianeta Donna, Studenti, ilPost and Liquidia. ePRICE is one of the major Italian online stores, specialising in the sale of high-tech products (electronics) and large appliances. With over two million registered users, SaldiPrivati is one of the most important online outlets for clothing, shoes, accessories and household products. The two brands share a network of 70 Pick&Pay locations in 60 cities. These are pick-up and payment points that combine the advantages of online buying with the ease and security of a store on your doorstep. Due to its unique and innovative products, Banzai is a distribution channel for thousands of brands and a communications channel for over 450 advertising investors. The company is growing rapidly with a 100% focus on the growth of digital technology in our country.

For further information:

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