



PRESS RELEASE

BANZAI: ePRICE's first ever TV Campaign on air from November 22

Milan, November 23, 2015.

Starting Sunday, November 22, ePRICE's first ever TV campaign is on air. ePRICE (www.eprice.it) is the leading Italian ecommerce player in tech and large domestic appliances and part of Banzai group, the first Italian ecommerce platform and a leading digital media publisher, listed on the STAR segment of the Italian Stock Exchange.

The TV commercials will be aired around 2,500 times, on the main terrestrial and satellite TV networks, among which Mediaset, RAI, Sky and Ia7. The advertising campaign has been planned by MindShare.

The campaign is made of three different TV commercials, which show the three main reasons leading customers to choose ePRICE: choice, service and value for money; Pick and Pay® delivery; installation and recycling of large domestic appliances.

*"ePRICE has been growing very rapidly, much faster than the reference market, despite being a brand which is known to a small public. This confirms our vision that there is strong growth potential in the Italian ecommerce market, given the limited penetration of online with respect to the main European countries."- says **Paolo Ainio, CEO of Banzai** - "The launch of a TV campaign, after three quarters of sales growth acceleration, is aimed at verifying whether we can increase the awareness of our offer and services in a target audience, which is normally more exposed to the communication made by traditional off-line retailers. It also confirms our commitment to reducing our country's gap in terms of ecommerce penetration."*

ePRICE is the main ecommerce brand of Banzai group, which also includes **Saldiprivati** (flash sales of apparel, accessories and house products). Banzai is the main Italian ecommerce player in the tech and domestic appliance sector, 100% focussed on the Italian market. The group posted overall sales of Eu185mn in 2014, growing 26.6% YOY to Eu152mn in 9M15.

In 2015 ePRICE further increased its market share in high tech and domestic appliances, confirming its leadership as the first Italian online player in "technical goods" (durable and technological goods). During the course of this year, it has enriched its offer both through its direct relationships with the main brands and through the marketplace, where hundreds of merchants are able to access a vast array of buyers.

Additionally, the company is investing in infrastructure to sustain its growth - increasing its network of Pick&Pay® stores, building a new state of the art fulfilment centre - and strengthening its platform, with an omnichannel approach: web, mobile, Pick&Pay®, installation service platform.

The TV campaign represents one of the drivers of value creation, in line with the overall growth target of the company and with Banzai group's strategic objectives.

This press release is available on the internet websites www.banzai.it and www.1info.it

Banzai is the number 1 Italian e-Commerce platform and one of the main digital publishers in Italy. Founded by Paolo Ainio, one of the Internet pioneers in Italy, Banzai has over 470 employees and associates. It is one of the leading Internet companies in Italy with revenues of €185 million in 2014. Every month, 17.5 million unique users visit on average 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 specialized in high-tech products (electronic goods) and large domestic appliances. With over two million registered users, SaldiPrivati is one of the most important online outlets selling clothing, footwear, accessories and household products. The two brands share a network of 87 Pick&Pay locations in 77 cities. These pick-up and payment points combine the advantage of buying on line with the convenience and security of a proximity store. Due to its unique and innovative product range, Banzai is a distribution channel for thousands of brands and a communication channel for over 450 advertising investors. Banzai is growing rapidly with a 100% focus on the growth of digital technology in our country.

For more information:

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