



H1 2015

PRELIMINARY REVENUES

Conference Call

July 20, 2015

banzai

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AGENDA



H1 Revenue Highlights

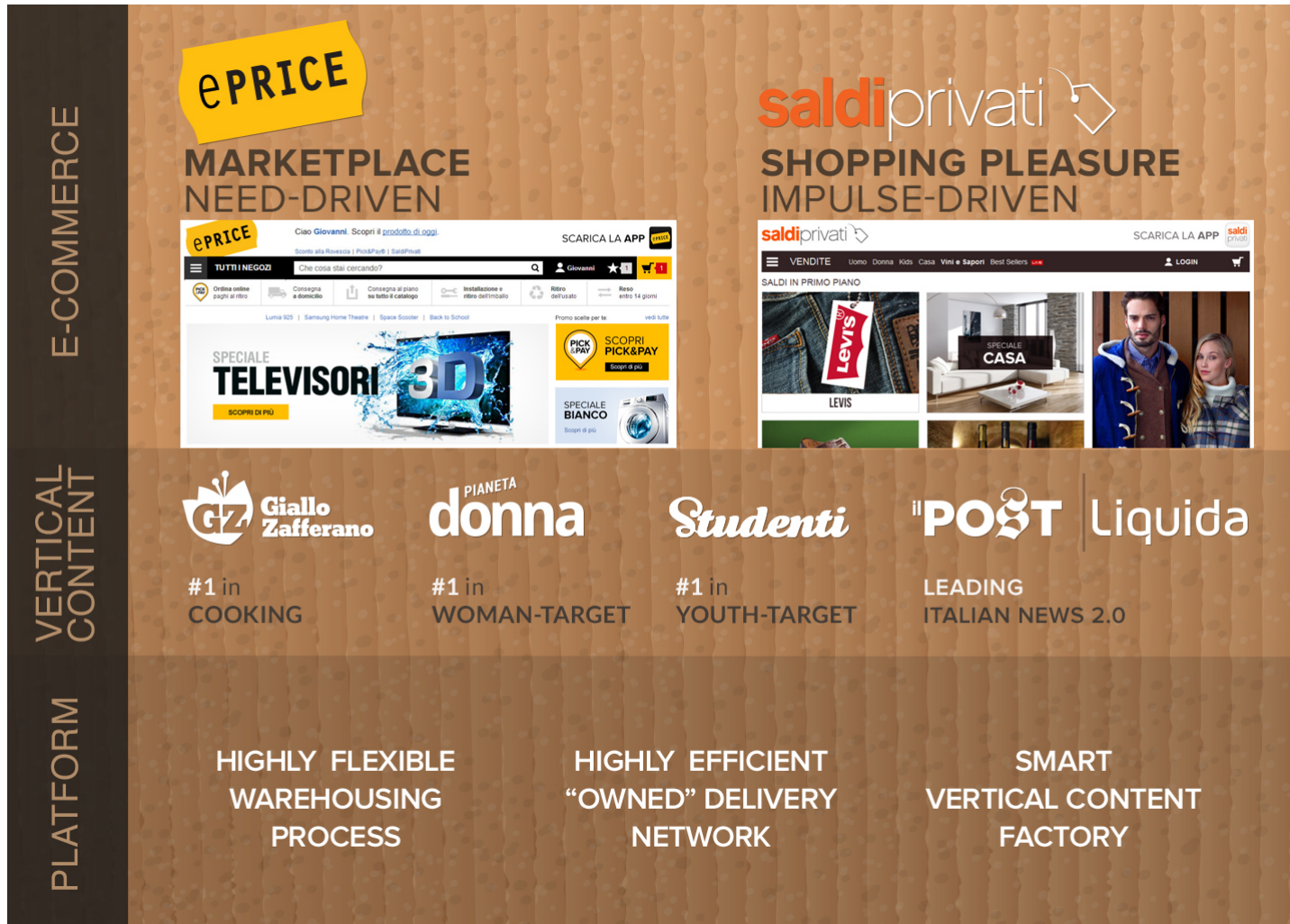


Q2 Business Achievements & Q3 Initiatives



Market Scenario & Company outlook

CONSOLIDATING OUR LOCAL LEADERSHIP IN ITALIAN E-COMMERCE



#1
Italian
e-Commerce
Player

€204M
Revenues
LTM⁽¹⁾

+22%
Revenues
Growth
LTM⁽¹⁾

Source: Company Information

1) LTM revenue as of 30 June '15

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A UNIQUE WAY TO APPROACH E-COMMERCE

SMART INVENTORY model

Virtual Stock: products from our suppliers available in real time

Fast packing+shipping

No inventory 3P marketplace

PICK&PAY network

80 collection&payment points

Reserved area in 3rd party shops

Convenience for customers

162 lockers available 24/7



CONTENT STRATEGY

Vertical Communities

Vertical properties on targeted

high-value audiences

"Info-commerce"

LAST MILE SERVICES

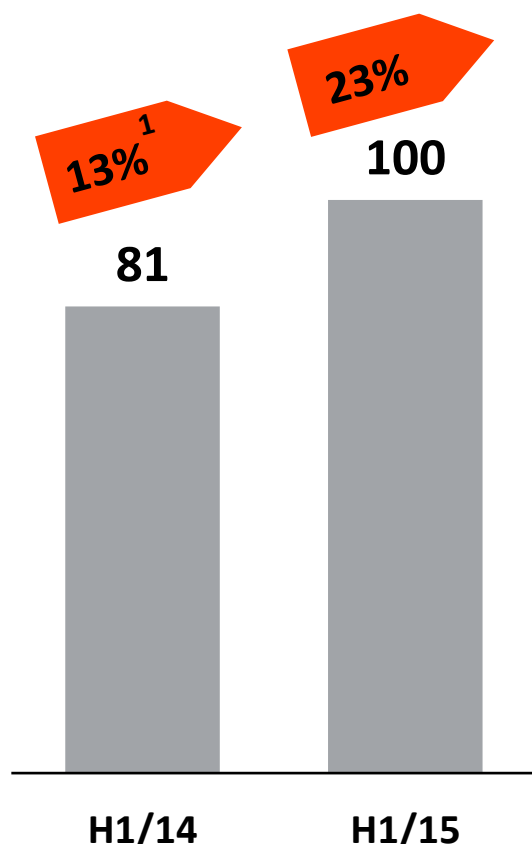
Strategic Partnership with 3rd party provider

Multiple Options for payments, delivery and installation

FOCUS ON POST-IPO PLAN

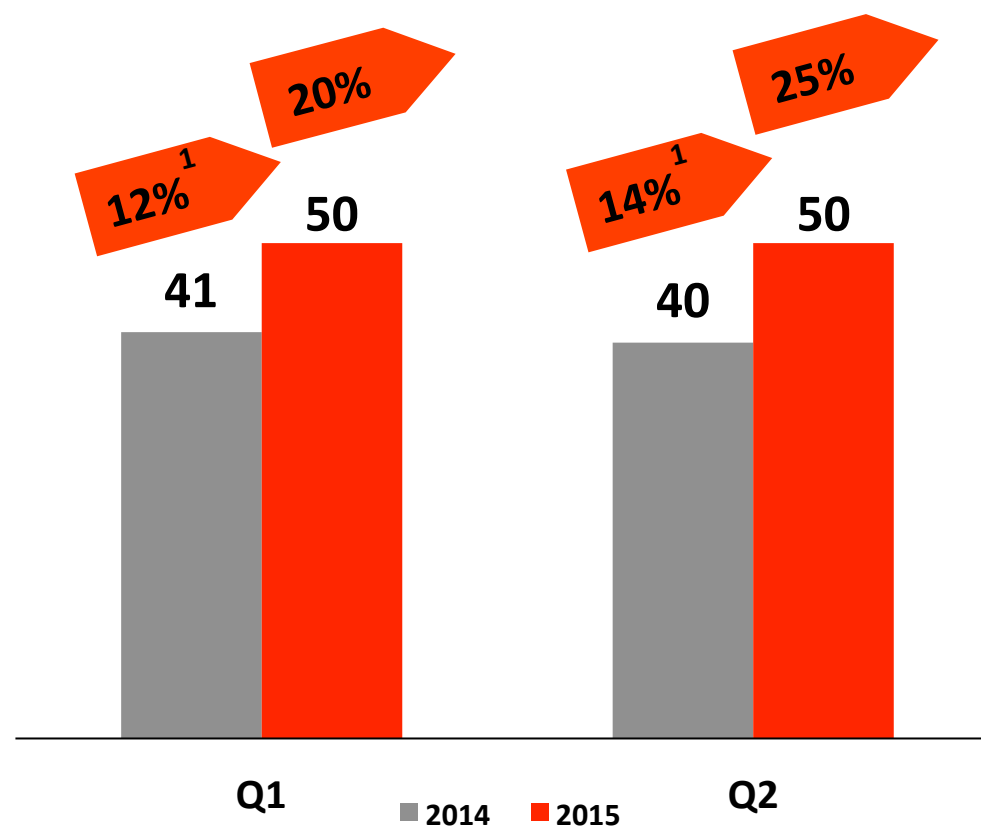
Strong revenue growth outperforms market

(Revenue in M€, Growth % compared to previous year)



Use of Proceeds showing full effect on growth by Q

(Revenue in M€, Growth % compared to previous year)



Source: Company Information

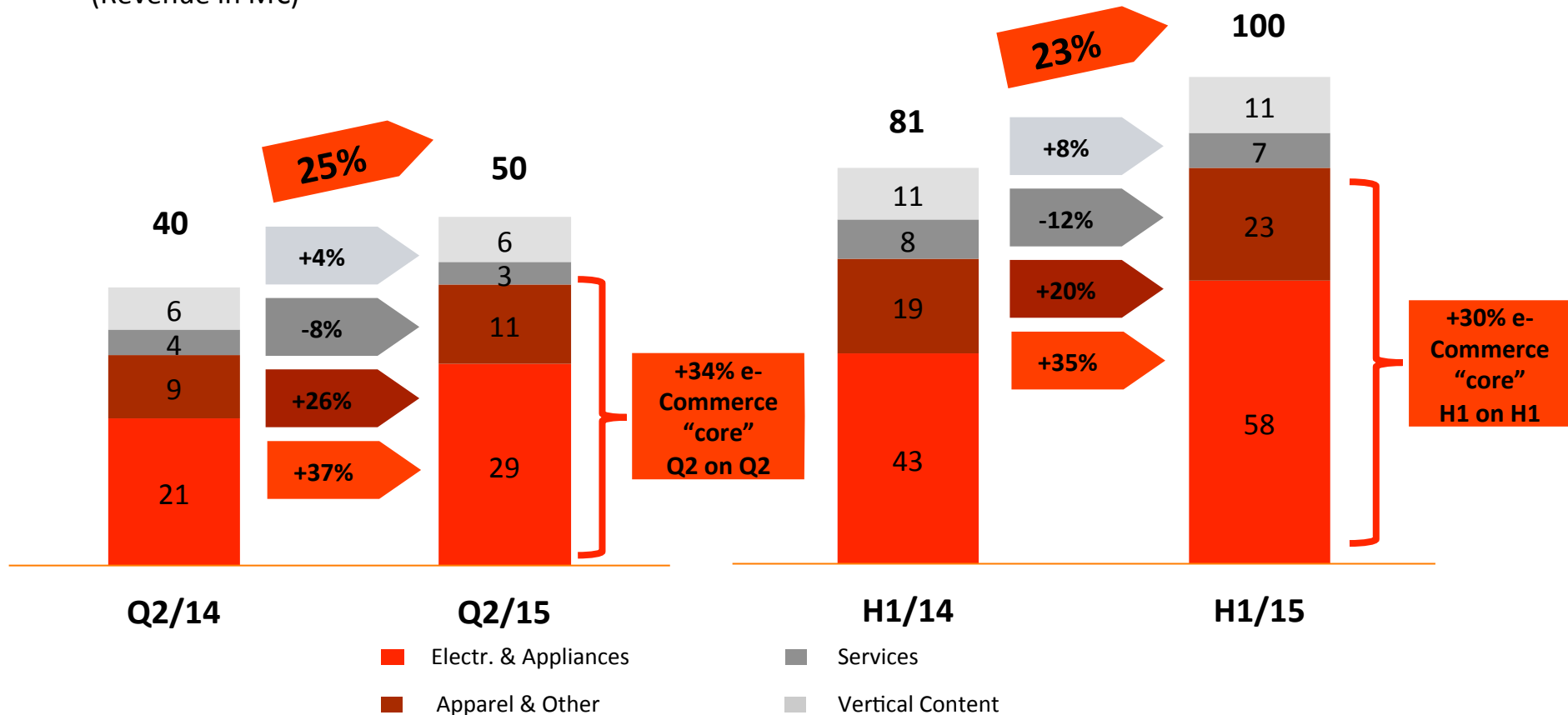
¹ Organic growth excluding the revenues deriving from the acquisition of the Terashop business unit.

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STRONG REVENUE GROWTH, GAINING MARKET SHARE

- Remarkable Acceleration in Q2 (+ 25% vs. +20% Revenue in Q1).
- Electronics & Appliances continues to grow very fast, driven by superior convenience.
- Apparel regaining speed compared to 2014 and to Q1.
- Services impacted by free-shipping and phase-out from B2B indirect sales.
- Vertical Content outperforming the market.

(Revenue in M€)



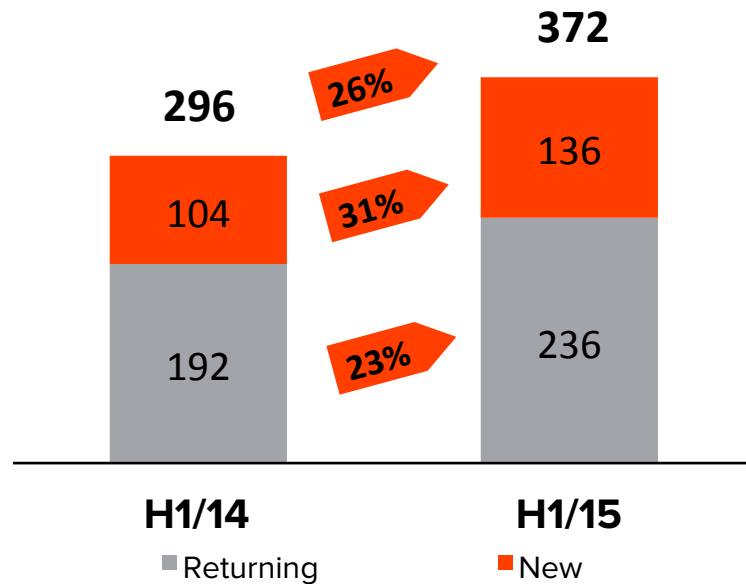
Source: Company Information

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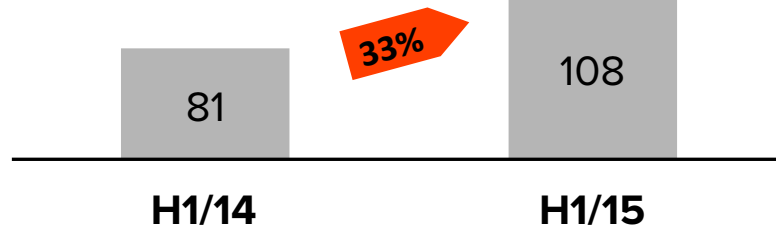
CUSTOMERS KPI'S DRIVE GROWTH

Adding and Retaining new Buyers¹

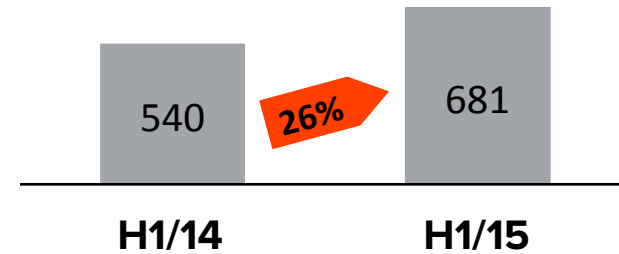
(# of buyers in '000)



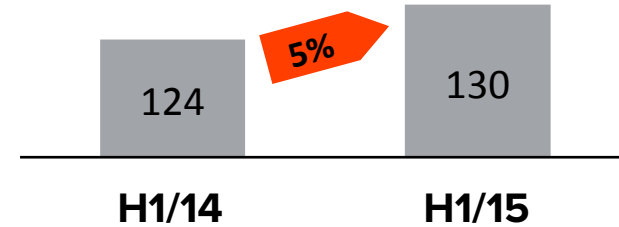
GMV²
(In € M)



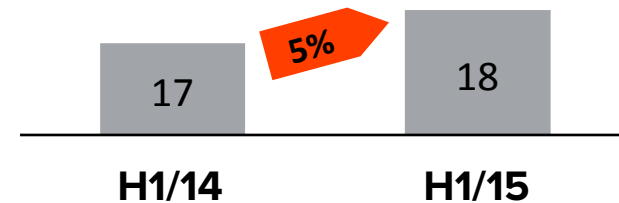
Number of Orders¹
(Orders in '000)



Average Order Value¹
(in €)



Unique Monthly Visitors
(in M, Apr. 2015/Apr. 2014)



1) 3P Marketplace Included

2) GMV (Gross Merchandise Volume): it includes revenue from products, deliveries and revenue from 3P marketplace, net of returns and VAT included

Source: Company Information, Audiweb for UMGs

AGENDA



H1 Revenue Highlights



Q2 Business Achievements & Q3 Initiatives



Market Scenario & Company outlook

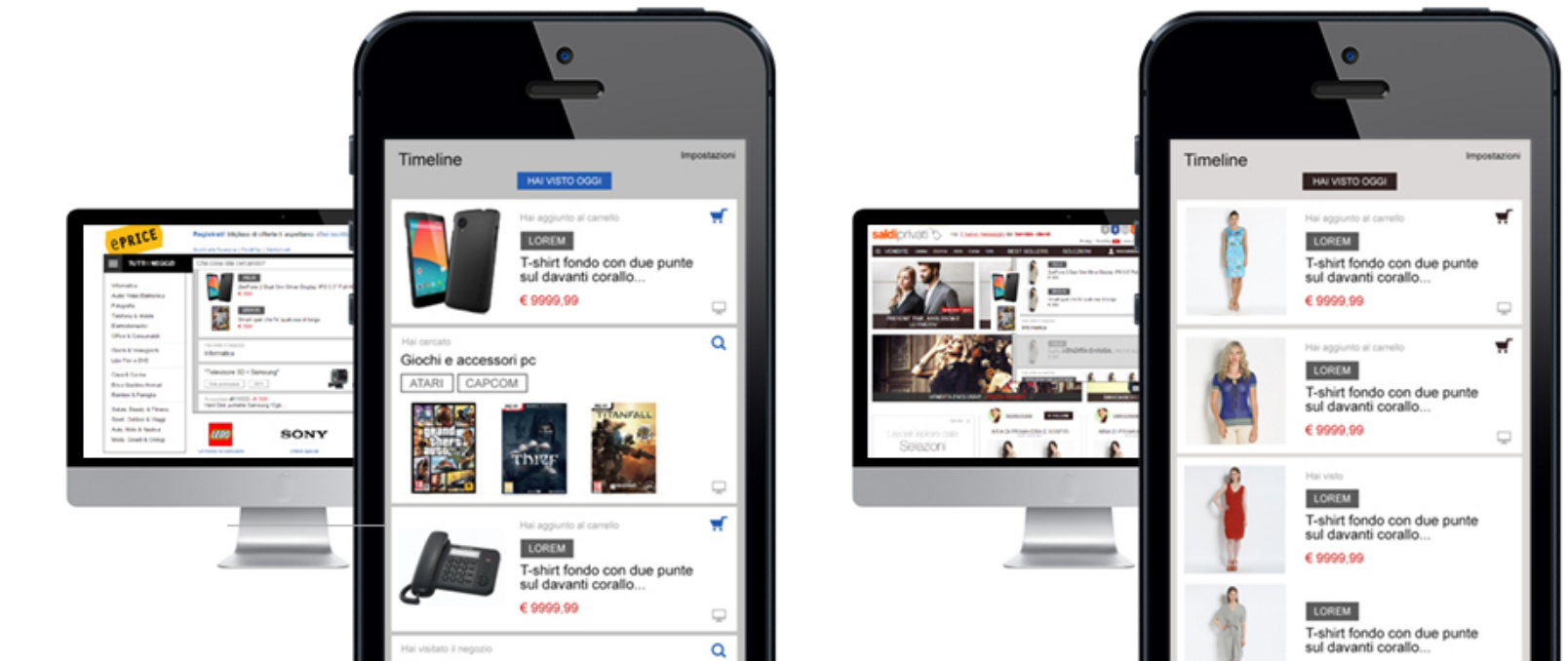
Q2 ACHIEVEMENTS: MAMI – VERTICAL FOR MOTHERS

The screenshot displays the Mami website's user interface. At the top, the 'mami' logo is on the left, followed by user avatars for 'alice' and 'tommy'. On the right, there are links for 'Pick&Pay', 'Inbox', 'Stato ordini', and 'Servizio clienti'. Below this is a navigation bar with 'VENDITE' and 'CATEGORIE' tabs, a user profile dropdown for 'alice', and a shopping cart icon. The main content area features a personalized message to 'Alice' with a circular profile picture of a woman. The message reads: 'Ciao Alice! Non perderti **Bikkembergs** e **Geox**, perfette per Tommaso!' followed by a bio: '- Angela, Mamma di Susanna, solare bimba di un anno che ama prendere il treno e il tram'. Below the message is a decorative border of colorful hearts. Three product recommendations are shown: a large image of a child in a green Bikkembergs t-shirt with the label 'BIKKEMBERGS' and 'Spedizione 48h'; a smaller image of two children in Geox jackets with the label 'GEOX'; and another smaller image of children's clothing with the label 'SUNDEK'.

- +50 sales / month with products for kids & family
- One-click filtering based on each kids age & gender.
- Leveraging on mothers being a natural “community” with shared goals and interests

Q2 ACHIEVEMENTS: TIMELINE – UNIFYING WEB&MOBILE

- Cloud-based, multichannel tracking of key customer actions
- Timeline shared across devices, supporting seamless cross-channel navigation
- Handoff-like function to continue shopping when switching from a device to another



Q2 ACHIEVEMENTS: MARKETPLACE – 200+ MERCHANTS

ePRICE Ciao **Edoardo**. Clima: [Risparmi fino al 40%](#). **RTIRO GRATIS AI PICK&PAY E LOCKER** Sopra i €49,99 sotto i 50kg

[Sconto alla Rovescia](#) | [Pick&Pay®](#) | [SaldiPrivati](#) | [Offerte Marketplace](#) | [Carte Regalo](#) [Stato ordini](#) | [Servizio clienti](#) | [Aiuto](#)

TUTTI I NEGOZI Che cosa stai cercando? Edoardo 1 1

AXIS - AXIS M1013 Network Camera Videocamera di Rete Colore Iride Fissa
[Scheda prodotto](#)

Tutte le opzioni di acquisto per questo prodotto

 Elettrodomestici Reggio 4,38 Eccellente (37 recensioni) Negozio venditore Condizioni generali di vendita e RAEE Recesso • Corriere - consegna economica • Carta di credito € 8,99	€ 162,93 DISPONIBILE Ordina adesso, lo ricevi entro venerdì 24 luglio - info	Aggiungi al Carrello
 Mondo Digitale Shop 4,38 Eccellente (37 recensioni) Negozio venditore Condizioni generali di vendita e RAEE Recesso • Corriere - consegna economica • Carta di credito € 7,49	€ 158,29 DISPONIBILE Ordina adesso, lo ricevi entro venerdì 24 luglio - info	Aggiungi al Carrello
 Party Games 4,04 Eccellente (27 recensioni) Negozio venditore Condizioni generali di vendita e RAEE Recesso • Corriere - consegna economica • Carta di credito GRATIS • Ritiro al Pick&Pay GRATIS	€ 177,00 DISPONIBILE Ordina adesso, lo ricevi entro martedì 29 luglio - info	Aggiungi al Carrello
 ePRICE • Ritiro al Pick&Pay GRATIS • Ritiro al Locker GRATIS • Corriere espresso € 4,98 • Consegna serale • Consegna weekend • T.N.T. Point € 5,01 • Carta di credito • PayPal • Pagamento in contanti al ritiro (solo Pick&Pay) • Altre modalità disponibili, scopri le in cassa	€ 189,99 DISPONIBILITÀ IMMEDIATA Pochi Pezzi! Ordina adesso per riceverlo martedì 21 luglio - info	Aggiungi al Carrello ☐ Proteggi i tuoi acquisti con Garanzia3 € 35,48 Estensione servizio tecnico +3 anni dal termine della garanzia legale gratuita di 2 anni del venditore - Condizioni
 iMASH 4,42 Eccellente (203 recensioni) Negozio venditore Condizioni generali di vendita e RAEE Recesso • Corriere - consegna economica • Carta di credito GRATIS	€ 182,00 DISPONIBILE Ordina adesso, lo ricevi entro giovedì 23 luglio - info	Aggiungi al Carrello
 dbprice 4,59 Eccellente (81 recensioni) Negozio venditore Condizioni generali di vendita e RAEE Recesso • Corriere - consegna economica • Carta di credito GRATIS • Ritiro al Pick&Pay GRATIS	€ 185,40 DISPONIBILE Ordina adesso, lo ricevi entro venerdì 24 luglio - info	Aggiungi al Carrello

- Merchant onboarding proceeding at good speed
- Positive KPIs on service levels
- Merchants recognize our value as a “partner” (vs. colder relationships on other marketplaces)

Q3 INITIATIVES

GialloZafferano Shop ^{Beta}

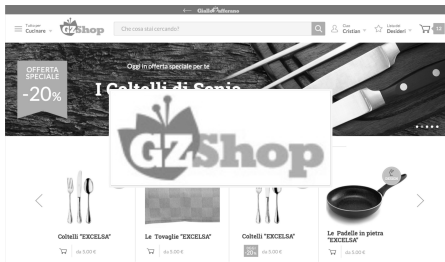
Vertical e-Commerce integration
focused on Kitchenware

Global 3P marketplace

Sourcing from international merchants
to boost offer & convenience

New Fullfilment center

Begin construction of the new facility



AGENDA



H1 Revenue Highlights



Q2 Business Achievements & Q3 Initiatives

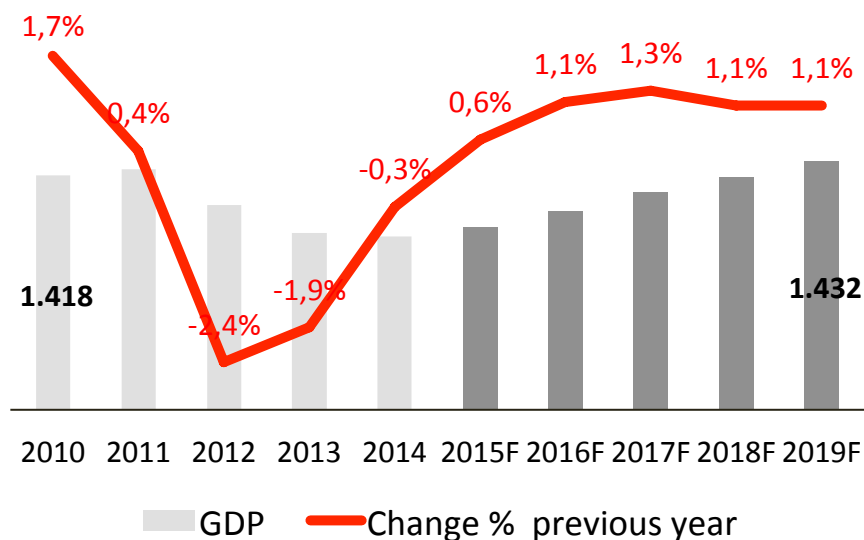


Market Scenario & Company outlook

ITALY IS THE 8TH WORLD'S ECONOMY AND IT IS RECOVERING. CONSUMER CONFIDENCE IS AT ITS BEST SINCE 2010

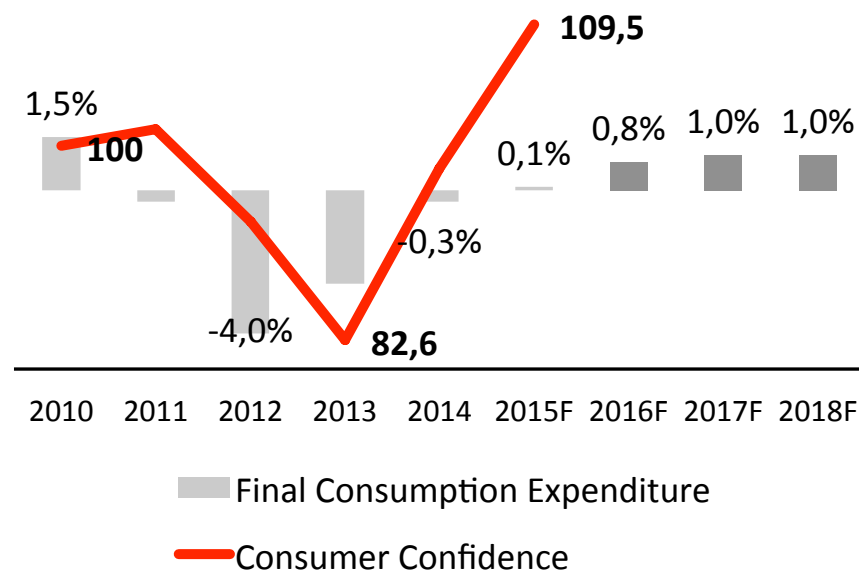
Italy GDP

(€BN, vs. Previous Year)



Consumer Consumption and Confidence

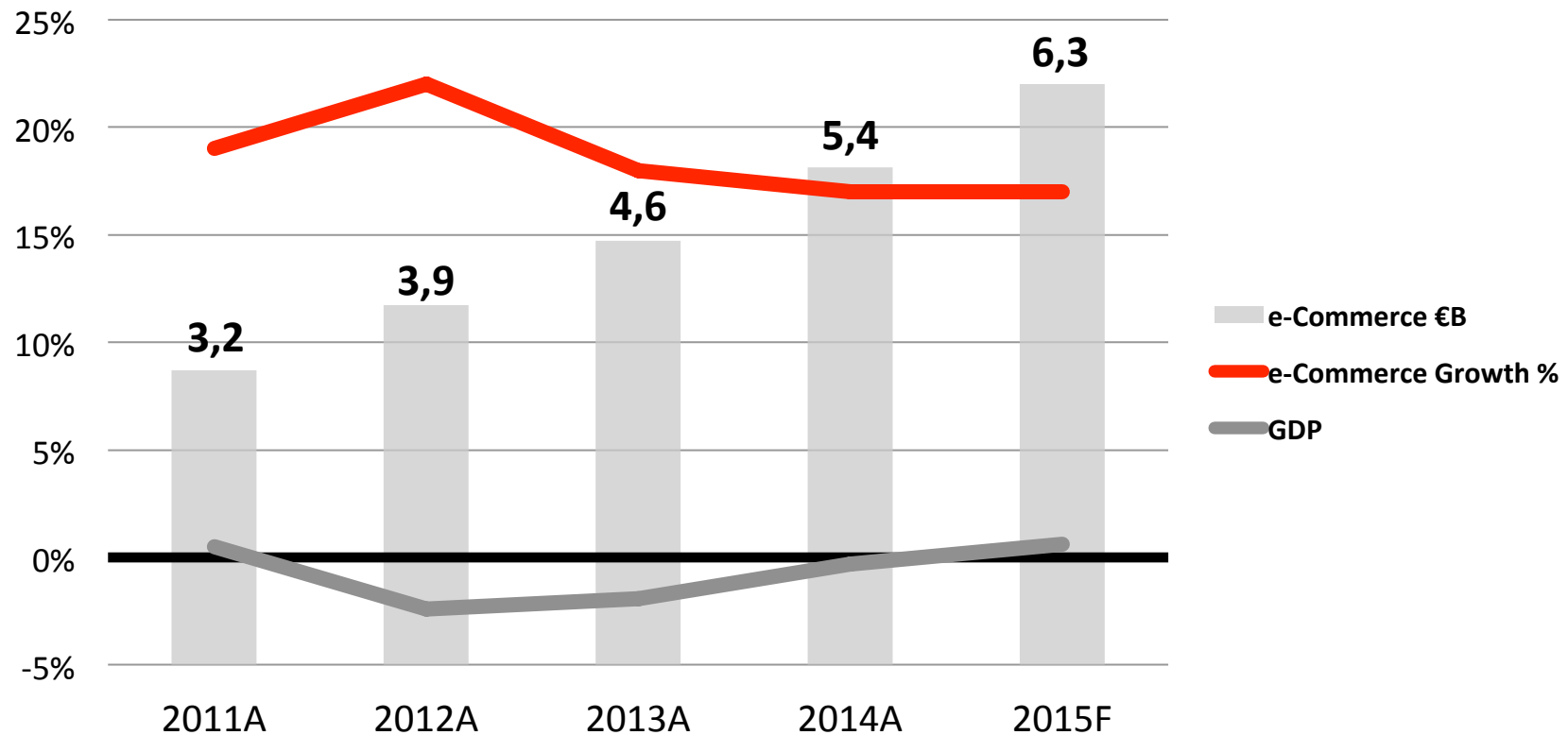
(% vs. Previous Year, 2010=100)



Source: Company re-elaboration on IMF, ISTAT, OECD, Eurostat, 2015. Forecast on country's GDP in 2017-2018 last official updated on oct-14. Data on Consumer Confidence are related to FY for 2010, and to the score of the specific month of March for 2011-2015

E-COMMERCE HAS SHOWED STRONG RESILIENCE TO ECONOMIC DOWNTURN AND SHOULD IMPROVE FAST WITH RECOVERY

e-Commerce market in Italy (goods) and GDP Growth
(YoY %)



Source: Callcredit Report, 2014, and International Monetary Fund, 2015

OUTLOOK FOR FY2015 - FOCUS ON GROWTH

- ▶ Revenue Growth in line with consensus of c. +25%
- ▶ Capturing market share of the growing Italian market
- ▶ Focus on developing unique proposition for Italian customers

FINANCIAL CALENDAR 2015

July					August					October					November						
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F		
			1	2	3	3	4	5	6	7				1	2		2	3	4	5	6
6	7	8	9	10	10	11	12	13	14		5	6	7	8	9	9	10	11	12	13	
13	14	15	16	17	17	18	19	20	21		12	13	14	15	16	16	17	18	19	20	
20	21	22	23	24	24	25	26	27	28		19	20	21	22	23	23	24	25	26	27	
27	28	29	30	31	31						26	27	28	29	30	30	31				

July 20

Q2/2015 Preliminary Revenue Results

August 04

Q2/2015 Full Results

October 29

Q3/2015 Preliminary Revenue Results

November 12

Q3/2015 Full Results

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