



PRESS RELEASE

BANZAI: BOARD OF DIRECTORS APPROVES PRELIMINARY REVENUES AS AT 31 DECEMBER 2015

Banzai ends the year with revenues up 27% and exceeds its revenue growth targets for FY15

- **+27.0% revenue growth in FY15 (Euro 234.8 million vs Euro 185.0 million in FY14) with a further market share expansion in the reference markets (e-Commerce and digital advertising):**
 - +37.5% increase of GMV (Gross Merchandise Volume¹) to Euro 260 million driven by the Merchant Marketplace launched in 2015
 - +28.5% in e-Commerce revenues (ePRICE and Saldiprivati) driven by core categories² which grew by 33% YoY
 - +15.0% revenue growth in the Vertical Content area (including Giallo Zafferano, Pianeta Donna, Studenti.it)
- **+27.6% revenue growth in 4Q15 (Euro 82.6 million vs Euro 64.7 million in 4Q14)**
 - +37.4% GMV¹ (Gross Merchandise Volume) growth to Euro 92 million;
 - +28.2% in e-Commerce revenue (+31.2% in core categories²)
 - +22.4% revenue growth in the Vertical Content area, also driven by AdKaora, a newly-acquired company in the mobile advertising sector.

Milan, 1 February 2016

Today, the Board of Directors of Banzai, Italy's first national e-Commerce platform and one of the leading Italian digital publishers, listed on the STAR segment of the Italian Stock Exchange, has approved the preliminary revenues as at 31 December 2015.

*"The first year of Banzai on the Italian Stock Exchange ends better than expected in terms of revenue growth"- stated **Paolo Ainio, Executive Chairman** - "Banzai has significantly increased its market share, in particular in the domestic appliances and electronics categories, in which it confirms its leadership position in the online channel." **Pietro Scott Jovane, Chief Executive Officer** said: "Indeed, the revenue trend in the fourth quarter confirms the outstanding growth achieved in the previous nine months, also thanks to the growth of the Pick&Pay® distribution network, which has hit the milestone of 100 stores, and the launch of the Merchant Marketplace. In the fourth quarter, ePRICE first ever TV campaign was aired, with positive effects on brand awareness".*

Preliminary revenues of fourth quarter 2015

The 4Q15 performance shows a strong growth in both absolute and relative terms: revenues amounted to 82.6 million euro with a +27.6% increase versus 64.7 million euro in 4Q14.

In particular in the e-Commerce core categories², Banzai with its ePRICE and Saldiprivati platforms reported a +31.2% compared with the previous year (+44.5% in 3Q15, +33.7% in 2Q15 and +26.4% in 1Q15), therefore essentially confirming the trend of 9M15, net of the 3Q15 peak resulting from the sales of air conditioners. The Merchant Marketplace continued its strong traction during the fourth quarter of the year. Lastly, in the 4Q15, the Vertical Content division outperformed its reference market in organic terms. The consolidation of the newly-acquired company AdKaora, which has a strong focus on mobile advertising, reaffirms Banzai's leadership and outperformance in the Italian digital advertising space.

(Eu mn)	4Q15	4Q14	% Ch
e-Commerce	74.4	58.1	28.2%
Vertical Content	8.1	6.6	22.4%
Revenues	82.6	64.7	27.6%
GMV ¹	92.3	67.1	37.4%

¹ GMV Gross Merchandise Volume: it includes revenues from the sale of products, deliveries and the volume generated by the 3P Marketplace, net of returns and VAT included

² They include product revenues excluding revenues from deliveries and other services

Preliminary revenues as at 31 December 2015

In FY15 amount to 234.8 million euro, +27% compared to 185.0 million euro of the previous year.

Preliminary revenues

(Eu mn)	FY15	FY14	% Ch
e-Commerce	210.6	163.9	28.5%
Vertical Content	24.2	21.1	15.0%
Revenues	234.8	185.0	27.0%
GMV ¹	259.6	188.8	37.5%

With e-Commerce revenues of 210.6 million euro in FY15, growing by 28.5% versus FY14, this division remains the main growth driver of the Group, driven by the core categories².

The Vertical Content division posted revenues of 24.2 million euro mainly generated from advertising sales and grew 15% YoY, reporting a further acceleration compared with the previous quarters (+22.4% versus 4Q14), also thanks to the full consolidation of AdKaora. This company was acquired in October and has a remarkable know-how in the mobile advertising business.

As a whole, Banzai reported a better performance compared with its direct competitors on both the e-commerce (particularly in the domestic appliances category) and the digital advertising domestic markets with a further expansion of its market share.

e-Commerce (revenues by product and key performance indicators)³

(Euro million)	4Q15	4Q14	Var%	Key Performance Indicators³	4Q15	4Q14	Var%
Electronic Goods and Domestic Appliances	53.5	39.4	35.6%	GMV (euro million) ⁴	92.3	67.2	37.4%
Apparel / other	16.7	14.0	18.8%	Orders (thousand)	485	383	26.6%
Services	4.3	4.6	-6.5%	AOV (euro) ⁵	156	146	6.6%
Revenues	74.4	58.1	28.2%	Buyers (thousand) ⁶	321	245.0	31.0%
"Core" Revenues	70.1	53.5	31.2%	Items per order (#)	2.1	2.2	-7.6%

(Euro million)	FY15	FY14	Var%	Key Performance Indicators⁷	FY15	FY14	Var%
Electronic Goods and Domestic Appliances	147.6	107.0	38.0%	GMV (euro million) ⁸	259.6	188.8	37.5%
Apparel / other	48.6	40.5	20.0%	Orders (thousand)	1,489	1,161	28.3%
Services	14.3	16.3	-12.2%	AOV (euro) ⁹	143	135	6.2%
Revenues	210.6	163.9	28.5%	Buyers (thousand) ¹⁰	707	545	29.8%
"Core" revenues	196.3	147.6	33.0%	Items per order (#)	2.1	2.3	-8.7%

In FY15 the e-Commerce division reported a 33.0% revenue growth in the core categories¹ (Electronic Goods and Domestic Appliances, Apparel/other) compared with FY14. In particular, revenues from the "Electronic Goods and Domestic Appliances" category amounting to 147.6 million euro in FY15 show a 38% growth, mainly attributable to the expansion of the product range and to the development of "premium" services (delivery, installation and used goods pick-up), in addition to the expansion of the Pick&Pay® and Lockers network, which stood at 100 and 305 respectively as at 31 December (87 and 280 as at 30 September 2015).

³ Including the 3P marketplace.

⁴ Gross Merchandise Volume: it includes revenues from the sale of products, deliveries and the volume generated by the 3PMarketplace, net of returns and VAT included.

⁵ Average value of each purchase order (excluding VAT).

⁶ Buyers who placed at least 1 order in the reference period.

⁷ Including the 3P marketplace.

⁸ Gross Merchandise Volume: it includes revenues from the sale of products, deliveries and the volume generated by the 3PMarketplace, net of returns and VAT included.

⁹ Average value of each purchase order (excluding VAT).

¹⁰ Buyers who placed at least 1 order in the reference period.

Lastly, in December, the first TV campaign ever of ePRICE was launched on the main Italian TV networks with over 2,500 ads aired on the main terrestrial and satellite TV channels, including Mediaset, RAI, Sky and La7. The first results of this campaign are positive, as it has contributed to boosting brand awareness.

The *Key Performance Indicators* are also accelerating: GMV¹ (Gross Merchandise Volume) reported a 37.5% growth in FY15, also thanks to the good performance of the volumes generated in the period by the Merchant Marketplace, where merchants exceeded the 330 milestone. In 2015 Banzai managed close to 1.5 million orders, +28.3% growth versus FY14, with an average order value (AOV⁵) of Euro 143, up 6.2% thanks to the shift of the growth mix towards Electronic Goods and Domestic Appliances, which are high-ticket categories. Lastly, the number of buyers was c. 707,000, up 29.8% over 2014. Yet the number of items per order decreased (-8.7% YoY in 2015), as a result of the same effect mentioned above related to the growth mix with a growing weight of Electronic Goods and Domestic Appliances.

Vertical Content (Key Performance Indicators)

Key Performance Indicators (average monthly data) ¹¹	4Q15 ¹²	4Q14	% Change
Unique Monthly Visitors ('000)	18.1	18.4	-2%
Time Spent per Unique Monthly Visitor (minutes, '000) ¹³	24	27	-10%
Active Reach ¹⁴	62.0%	63.9%	-3%

Key Performance Indicators (average monthly data) ¹¹	FY15 ¹²	FY14	Var%
Unique Monthly Visitors ('000)	17.5	17.5	0.4%
Time Spent per Unique Monthly Visitor (minutes, '000) ¹³	24	23	6.3%
Active Reach ¹⁴	60.9%	61.2%	-0.2%

In November, according to comScore, Banzai was the second digital property in Italy, after Google, with 23.8 million Unique Monthly users. This includes unique users coming from the mobile apps of social networks. According to Audiweb data, which does not count accesses coming from social networks mobile apps, the *Vertical Content* division attracted 18,1 million Unique Monthly Visitors in November 2015, ranking first among Italian digital properties. According to Audiweb, the *Time Spent* per Unique Monthly Visitor was 24 minutes and lastly, the *Active Reach* was 60.9%.

Other Events:

- **Opening of the 100th Pick&Pay® store**

In December, we completed the first expansion phase of the Pick&Pay® network reaching 100 stores in 89 towns and 305 lockers in 152 towns which amount to a total of 405 pick-up points in 189 towns. The target of 135-150 stores by the end of 2016 is confirmed.

- **Launch of ePRICE Banzai Service Platform**

In January, ePRICE launched the first release of a new service platform, which can coordinate efficiently the work of the technicians who deliver and install “turn-key” large domestic appliances and other “complex” products, also taking care of the collection of the used goods. This Service Platform is based on a mobile-centric operational approach with multiple features that facilitate the installation experience when using ePRICE, including: day and time product [installation] availability in the cart, access to technician’s profile ahead of the installation, access to useful information for the delivery online, real-time updates and alerts and feedback platform post-installation. The Service Platform is currently available in the area of Milan and the first results show significantly higher attach rates and NPS compared with the “standard” service.

¹¹ The source for Monthly Unique Visitors, Time Spent and Active Reach is Audiweb Srl, powered by Nielsen; the source for the Page Views is Google Analytics .November 2015.

¹² Both 2014 and 2015 figures exclude December, as December 2015 figures are not yet available

¹³ Time spent by each user on a particular web page.

¹⁴ Percentage of active users that visited a site or used an application out of the total number of internet users in Italy.



The Executive Officer in charge of preparing the corporate accounting documents, Emanuele Romussi, declares, pursuant to Article 154-bis, paragraph 2 of the Consolidated Finance Act, that the accounting information contained in this press release is in keeping with the underlying accounting documents, records and accounting entries.

Conference call details

A conference call will be held at 10:00 (CET) on 2 February during which Banzai management will present preliminary revenues as at 31 December 2015. To take part in the conference call, please call one of the following numbers:

Analysts and Investors

- Italy: +39 02 802 09 11
- UK: +44 1 212818004
- USA (local international number): +1 718 7058796
- USA (toll-free number): 1 855 2656958

Press: +39 02 8020927

A conference call replay will be available until 11 February at the following numbers:

- ITALY: +39 02 72495
 - UK: +44 1 212 818 005
 - USA: +1 718 705 8797
- code: 936#

The presentation can be downloaded prior to the start of the conference call from the Investor Relations / Results and Presentations section of the website www.banzai.it.

The press release is available on the 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 €235 million in 2015. Every month, 17.5 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 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 100 Pick&Pay locations in 89 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 Italy.

For further information :

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