



PRESS RELEASE

BANZAI ENTERS EXCLUSIVE NEGOTIATIONS OVER POTENTIAL SALE OF BANZAI MEDIA HOLDING

Milan, 17 March 2016

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, communicates it has received proposals to purchase Banzai Media Holding (Vertical Content division), following several indications of interest.

Banzai's Board of Directors, which met today, granted Mondadori Group a period of exclusivity lasting until 30 April 2016, to establish the terms and conditions of a potential transaction, while reserving all its rights to make any consequent evaluation in this regard.

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

Banzai is the leading 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 apparel, 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 additional information:

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