



PRESS RELEASE

BANZAI: CONSENSUAL RESOLUTION OF THE WORK RELATIONSHIP WITH EDOARDO GIORGETTI

Milan, December 12, 2016

Banzai S.p.A., Italy's first national e-Commerce platform listed on the STAR segment of the Italian Stock Exchange, announces that following the definition of the Company's strategic guidelines, after the sale of Banzai Media and Saldiprivati and the related simplification of the organization and Company structure, it has reached an agreement with Edoardo Giorgetti for the consensual resolution of the existing work relationship, as of December 16th, 2016.

Edoardo Giorgetti has been Managing Director of the group's e-Commerce division, and held the post of CEO of Banzai Commerce S.r.l., as well as ePRICE S.r.l. Board member.

Banzai wishes to thank Edoardo Giorgetti most sincerely for the successful work carried out during these years, and wishes him all the very best for the future.

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

Banzai is the leading e-Commerce platform in Italy. Founded by Paolo Ainio and listed on the STAR segment of the Italian Stock Exchange since 2015, Banzai is one of the leading Internet companies in Italy with revenues of Euro 168 million and a GMV¹ (Gross Merchandise Volume) of Euro 207 million in 2015, up 24% YoY in the 9M 2016. ePRICE is one of the main online stores in Italy specialized in high-tech products (electronic goods) and is the Italian e-Commerce leader in the segment of large domestic appliances. ePRICE launched in 2016 the Home Service Mobile Platform to manage premium delivery and installation services, which covers around 14 million Italians. ePRICE has a network of 125 Pick&Pay locations in 109 cities, which combine the advantages of buying online and the convenience and security of a proximity shop.

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

