



PRESS RELEASE

BANZAI: ESM APPROVES CHANGE OF THE COMPANY'S NAME TO EPRICE

Milan, December 20, 2016

The Shareholders' Meeting of Banzai S.p.A., Italy's first national e-Commerce platform, listed on the STAR segment of the Italian Stock Exchange, was held today, chaired by Paolo Ainio. During the extraordinary part, the Meeting resolved to amend article 1 of the by-laws in order to change the Company's name to ePRICE S.p.A.. During the ordinary part, the Meeting confirmed the appointment of Chiara Damiana Maria Burberi as Director.

The change of the company's name is part of ePRICE growth plan, whose 2017-2021 strategic guidelines were presented to the financial community on November 10, 2016.

*"Banzai has completed the redefinition of its organisation and, with the company's name changed to ePRICE, it begins a path of strong growth to position itself as the leading platform in the Tech & Appliance market, in the large domestic appliances segment and also in services to Smart Families", says **Pietro Scott Jovane, BANZAI CEO**. "ePRICE 2017-2021 strategic guidelines foresee a strong acceleration in the growth of the Gross Merchandise Volume and of revenues over the next years, thanks to the growth in the market share on Major Domestic Appliances, the increasing contribution of the Marketplace and of e-Services, with the aim to generate a 4-6% Ebitda margin at the end of the plan, and to start generating cash from 2019."*

The effective date of the resolution regarding the change of the company's name will be communicated as soon as available.

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.

