



PRESS RELEASE

NEW RECORD FOR ePRICE BLACK FRIDAY: +81% vs. 2015!

Milan, November 28, 2016

New record for ePRICE Black Friday, (www.eprice.it), the leading Italian operator in the e-commerce of technology products, a leader in online sales of large domestic appliances and part of Banzai (listed on the STAR segment of the Italian Stock Exchange). Black Friday hit + 81% order value compared to 2015, or +89%, when the "early" Thursday night start is included. When the marketplace alone is considered, sales quadrupled.

ePRICE broke all records of orders thanks to Black Friday deals starting already from 18.00CET on Thursday 24 November, a series of limited time promotions called "Discounts Countdown" and the support of the TV campaign, on air with 2 commercials, which brought many new customers.

This year ePRICE benefitted from a more extensive catalog (over 3 million offers), thanks to about 800 merchants in the marketplace and premium delivery and installation services powered by the Home Service mobile platform, to support sales of major domestic appliances.

"This is the sixth Black Friday for ePRICE, which first introduced it in Italy in 2010. In 2016 this event has become a true mass phenomenon." - says Raul Stella, CEO of the ePRICE platform and part of Banzai - "Even more than in previous years, in 2016 our clients have not missed the opportunity to anticipate the beginning of their holiday shopping, leading to a record of visits on the site. Sales have almost doubled vs 2015, and almost quadrupled in 2 years, also thanks to the 3P marketplace. This result confirms the growth potential of the online market and the Tech & Appliance segment."

ePRICE Black Friday 2016 in pills:

- +81% YoY order value on ePRICE and marketplace, or +89% including the "early Black Friday" shopping on the night before;
- 4x order value on the marketplace alone vs 2015, with our Pick&Pay services now available also to our close to 800 marketplace sellers.
- 3x innovative Home Service delivery and installation services vs. 2015.
- 2x appliances sold vs 2015.
- +93% visits and +77% unique users vs 2015.
- Absolute record of visits on one single day on ePRICE, with peaks of more than 70% mobile traffic.
- Great success of limited time offers "Discount Countdown", with more than 500 offers.
- Most searched product: Sony Playstation 4, followed by dryers.
- Best-seller product: Extended Warranties, which guarantee purchases for over five years, followed by Google Chrome Cast 2.
- Most expensive item: an LG OLED TV 65" sold at Euro 2,999.
- Best selling game console: Sony Playstation 4.
- Best selling smartphone: Huawei P8 Lite.
- Best-selling products in the 3P Marketplace were smartphones, tablets and notebooks.
- The first order came at 00,00.01 - a Beko washing machine
- The last order at 23:59:59 - a PS4 500GB
- Top 4 regions in terms of purchases: Lombardy 30.93%, Lazio 15.34%, Piedmont 8.89% and Veneto 8.21%

And there's more. Promotions are going on until 23:59, Nov 28th, CyberMonday, ... and Christmas is coming: ePRICE will surprise customers with new amazing deals!





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 3P Marketplace, net of returns and VAT included.

