



## **PRESS RELEASE**

### **BANZAI DOWN TO 30% OF “GIORNALETTISMO”**

Milano, 30 September

Banzai, Italy's first e-Commerce national platform, listed on the STAR segment of the Italian Stock Exchange, announces it has sold a 70% stake it held in “Giornalettismo.com” to Nexilia s.r.l.

With the sale of the majority stake in “Giornalettismo”, Banzai successfully exits the publishing business, keeping only a minority stake in “Giornalettismo” and “Il Post”; the latter recently changed its advertising agency, moving to Il Sole 24 Ore System.

Following the sale of the Vertical Content division (Banzai Media) and the sale of the majority stake in Giornalettismo, the group's consolidation perimeter is now focused on e-Commerce and in particular on the Tech-Appliance Segment of ePRICE.

The press release is available on the websites [www.banzai.it](http://www.banzai.it) and [www.1info.it](http://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 235 million and a GMV<sup>1</sup> (Gross Merchandise Volume) of Euro 260 million in 2015, up 25% YoY in the first semester 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. 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 117 Pick&Pay locations in 93 cities, which combine the advantages of buying online and the convenience and security of a proximity shop.

#### **For more information:**

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<sup>1</sup>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. It does not include the Vertical Content.