



PRESS RELEASE

BANZAI LAUNCHES NEW EPRICE TV CAMPAIGN

Banzai, increasingly focused on eCommerce

Milan, 26 September

ePRICE, the main Italian e-commerce website and leader in the online sale of large domestic appliances, launched its new TV campaign (www.eprice.it) on 23 September. ePRICE is part of Banzai, listed on the STAR segment of the Italian Stock Exchange.

The campaign was created in order to boost brand recognition and is accompanied by a redesign of the ePRICE (www.eprice.it) website, making it warmer, more modern and user-friendly. ePRICE is not just about the practicality and convenience of e-commerce, but is a new way of conceiving service, with solutions built around the needs of online consumers.

Designed by Ogilvy&Mather and planned by Mindshare, the TV campaign kicks off a major launch of the ePRICE brand nationwide. The TV commercial will be broadcast on Mediaset networks with a significant number of slots in prime time, for an estimated audience of around 8 million during the launch period.

The commercial will be in 30" and 15" formats, including a 15" promotional version designed to promote the extensive offerings of products and services in partnership with leading technology brands. The specificity of ePRICE, professionalism and proximity to the customer, are represented in the TV commercial by a friendly and pro-active qualified technician, who supports a customer during the delivery of a washing machine, its installation and the collection of the old one.

*"ePRICE is consolidating its position on the Italian e-commerce market thanks to a range of more than 2 million products, to its innovative approach to the delivery and installation service and to the marketplace." says **Pietro Scott Jovane, Banzai CEO**. "The new television campaign emphasises the strong service component that characterises and differentiates our offering and is part of a three-year marketing plan aiming to make the ePRICE brand known to a wider audience and to strengthen our relationship with the major electronics and domestic appliances brands, in support of the future growth of ePRICE."*

In 2016 ePRICE has consolidated its leadership in the sale of hi-tech products and domestic appliances, which grew by 28% in the first half of the year, confirming its position as the largest Italian operator in the market for "technical goods" (durable goods and technology). During the year, ePRICE has launched its installation and Home Delivery service, integrated with a mobile platform, allowing customers a continuous conversation with ePRICE and its network of technicians and installers from the moment of purchase onwards. Finally ePRICE has upgraded the offer of a marketplace where hundreds of merchants - recently also foreign ones - have access to a huge public of buyers.

The company is also engaged in a series of investments in logistics and distribution in support of growth, such as the expansion of the Pick&Pay® network and the construction of a new innovative logistics centre, integrated with a multi-channel platform.

The commercial can be seen on the ePRICE site at: www.eprice.it/tv



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 235 million and a GMV¹ (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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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. It does not include the Vertical Content.