



## PRESS RELEASE

# **RECORD VISITS (+117% YoY) AND ORDER VALUE (+39% YoY) DURING ePRICE's FOUR DAYS OF DISCOUNTS DEDICATED TO BLACK FRIDAY**

*The most sold items included LED Televisions, washer-dryers, video games and bed warmers.  
The most costly item sold was the Samsung QLED Ultra HD 65" TV.*

*Milan, Rome, Turin, Naples and Brescia recorded the highest number of purchases on the e-commerce site during the Black Friday days*

**Milan, 28 November 2017** - Mind-boggling numbers for ePRICE's Black Friday! The four days of discounts initiative organised by the e-commerce site from 24 to 27 November was a major hit with Italians, increasingly enthusiastic about online shopping.

Indeed, shopaholics did not pass up the opportunity to put large and small appliances into their carts, along with IT items, cell phones, video games and so on, taking advantage of discounts of up to 70%. The item with the absolute highest demand - given the upcoming cold season - was the electric bed warmer, followed by the PlayStation 4 game Gran Turismo Sport. Third and fourth place were respectively occupied by the Smart Tech LED HD Ready 32" TV and the Hotpoint washer-dryer, while the most costly item placed in the carts of Italians was the Samsung QLED Ultra HD 65" TV, worth over Euro 4,000.

*"Black Friday 2017 for ePRICE - the seventh since we were the first to introduce it in Italy - lasted four days, until Cyber Monday, and was once again a huge success, with record traffic and visits, more than doubled compared to 2016. This year, we prepared Black Friday in advance - says Raul Stella, ePRICE and Marketplace VP - with an online, TV and radio campaign linked to the Black Hour initiatives. Our clients quickly took advantage of the many Black Friday deals, anticipating part of their Christmas shopping and leading to record orders compared to last year. In particular, the marketplace was up 147% YoY in terms of order value, backed by strong growth in terms of number of sellers on our site. This result confirms our strategy, which involves consolidation of our leadership in the "core" categories (major domestic appliances, air conditioners and TVs), where the online market is showing double-digit growth, accompanied by strong development of the Marketplace for the mass market electronics categories".*

During the four days of the promotion, there were over 3 million user visits on the ePRICE site (+117% compared to 2016), while on actual Black Friday alone, there were some 1.6 million (+150% compared to 2016), with peaks between 7 and 11 in the morning, and then in the evening at around 19:00. Of those seeking deals on ePRICE, 70% connected from mobile devices, with 36% using the official app of the e-commerce site. Lastly, the value of orders in the four day was up 39% YoY, or +147% for the marketplace. When looking at the Black Week alone, the numbers are even more impressive, thanks to the success of the Black Hour, which brought an increase of 264% YoY in visits and of 44% YoY in terms of order value.



The cities that recorded the highest number of purchases were Milan, Rome, Turin, Naples and Brescia, and the most active buyers were men between 25 and 54 years of age.

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The press release is available on the websites [corporate.eprice.it](http://corporate.eprice.it) and [www.1info.it](http://www.1info.it).

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ePRICE (previously 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, it changed its name from BANZA to ePRICE on 30 January, 2017. ePRICE is one of the leading Internet companies in Italy with revenues of Euro 198 million and a GMV<sup>1</sup> (Gross Merchandise Volume) of Euro 254 million in 2016, up 23% YoY in the 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 134 Pick&Pay locations in 109 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 3PMarketplace, net of returns and VAT included.