



## PRESS RELEASE

### FRANCESCA REICH NEW CHIEF MARKETING OFFICER OF ePRICE

Milan, 31 March 2017

ePRICE, Italy's first national e-Commerce platform and listed on the STAR segment of the Italian Stock Exchange (operating under the name of BANZAI until 30 January 2017), announces the appointment of Francesca Reich as Chief Marketing Officer of the group.

Francesca worked for Telecom Italia (actual commercial brand TIM) as Digital Market Director since 2011, contributing to the growth of new digital services, the development of the customer journey and managing the investments in digital communication.

After the degree in Industrial Engineering at Politecnico of Milan, Francesca started her career at an international level, working for Boston Consulting Group, both in Milan and in Boston, and strengthening her background with an MBA in finance at Columbia University, New York.

Francesca joined Telecom Italia Group as manager of the Media area and then became Marketing Director for the group's Internet brands, in charge of the fixed and convergent consumer offer, including the launch of 4-play and the IPTV offer.

*"This is an enrichment for the management team and a further boost for the growth and consolidation of ePRICE leadership position in the eCommerce landscape"* **says Pietro Scott Jovane, CEO of ePRICE.**

*"ePRICE is an exciting context. I am happy to contribute to the vision and the mission of a company with such a high potential that continues to grow and is planning to do great things for our country. Joining the ePRICE team is a wonderful opportunity - **says Francesca Reich** - and together with the whole team, we are determined to achieve important results."*

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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 133 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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