



PRESS RELEASE

EPRIce INVESTS IN TERmostore'S CAPITAL AND FURTHER ENRICHES ITS "HOME SERVICE" OFFER

ePRICE finalised the investment in Termostore, aimed at accelerating the growth of the start-up, which specializes in maintenance services and installation of heating and air-conditioning systems.

Milan, February 3, 2017

ePRICE (named Banzai up to 30 January, 2017), Italy's first national e-Commerce platform, listed on the STAR segment of the Italian Stock Exchange, announces that an investment of 1 million euro was finalized in Termostore S.r.l.. Following the completion of the transaction, which was announced together with the 2021 strategic guidelines presented on 10 November 2016, ePRICE holds a 43% stake in Termostore's capital.

Termostore is the first start-up in Italy to have developed a full-service model for installation and maintenance of heating and air-conditioning systems. Through a widespread network of installers and a very broad product catalog, it offers a "turnkey" solution, guaranteeing the advertised price and a simplified purchase and after-sales process, through a single contact.

The transaction is part of the strategic evolution of ePRICE offer towards services and will enrich and complement the existing offer of delivery and installation services named ePRICE "Home Service".

*"Termostore meets the needs of Italian families who purchase Heating and Air conditioning systems and increasingly require installation and maintenance services for this type of products and completes our range of online products and services to digital families" - says **Pietro Scott Jovane, CEO of ePRICE** - "The successful experience we gained with the launch of "Home Service", covering now 54% of the population, will support the Termostore team, and allow them to accelerate their growth and penetration of the online reference market, which we estimate to exceed one billion euro in the next three years ".*

*"With the new resources and the potential industrial synergies with ePRICE, Termostore aims to consolidate its leadership position in the domestic market and accelerate the expansion of services and its coverage. We aim to replicate a significant growth in sales next year and complete the coverage throughout Italy " **said Alessandro Andreozzi, CEO of Temostore srl.***

The press release is available on the websites corporate.eprice.it, www.banzai.it and www.1info.it

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 GMV¹ (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.

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.



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