



PRESS RELEASE

ePRICE starts selling Major Domestic Appliances on Amazon

Starting today, the wide offer of ePRICE products and services is available on the largest e-Commerce platform in Italy

Milano, August 1st, 2018

ePRICE, the Italian leading e-Commerce company, listed on the STAR segment of Italian Stock Exchange, is happy to announce that sales of its offer of Major Domestic Appliances have started on Amazon.

The extension to the Amazon platform of the Major Domestic Appliances and related services offer, emphasizes the strategic relevance of the investments made by ePRICE during the last years on building a network of delivery and installation in Italy, which makes today possible to sell and deliver complex products also outside of ePRICE.it.

Landing on Amazon, ePRICE will enrich the offer of Major Domestic Appliances of the first e-commerce destination in Italy with a selection of thousands of the best available products, while the full ePRICE's offer and the wide range of related services will be available, as usual, on ePRICE.it.

ePRICE's offer on Amazon will be deployed progressively: starting from today the first products are already available with delivery on the roadside, while, after the summer, Amazon customers will benefit from the entire catalogue, including delivery services and professional installation provided by ePRICE.

Paolo Ainio, Chairman and CEO of ePRICE, stated: *"The agreement with Amazon Italia represents a strategic move to comprehensively serve the Italian consumers; a necessary and promising opportunity for both parties. On the one hand, Amazon is the main general destination for e-Commerce in Italy and has great potential for our "core" segments; on the other hand, ePRICE's offer, which in recent years has built a unique infrastructure on the Italian market focused on large domestic appliances, home delivery and installation services "*

ePRICE is Italy's leading e-commerce company. Founded by Paolo Ainio and listed on the STAR segment of the Italian Stock Exchange since 2015, it is one of the leading internet companies in Italy with revenue of Euro 189 million and GMV (Gross Merchandise Volume) of Euro 253 million in 2017. ePRICE is one of the largest online stores in Italy specialised in high-tech products (electronics) and is the leader in the sale of large domestic appliances online. In January, ePRICE launched the Home Service Mobile Platform to manage premium delivery and installation services, which covers 14 million residents. ePRICE manages a network of 132 Pick&Pay locations in 109 cities, which combine the advantages of buying online and the convenience and security of a neighbourhood shop.

For further information:

ePRICE S.p.A.

Community Strategic Communication Advisers

Gabriele Colasanto
Corporate Development Manager & Investor Relator

Marco Rubino di Musebbi
Media Relations

+39 02.30315400
investor.relations@eprice.it

Tel. +39 0289404231
marco@communitygroup.it