



## PRESS RELEASE

# **ePRICE: HISTORICAL RECORD OF SALES OF MAJOR DOMESTIC APPLIANCES DURING THE 4 “BLACK FRIDAY DAYS”**

*The first purchase was an Indesit washer dryer 10 seconds after midnight. The most expensive product is a 86 " Ultra HD 4K LED TV. Apple AirPods are among the best-selling products.*

- **Double-digit growth on GMV<sup>1</sup> of major domestic appliances**
- **Revenues up by 50% on Home Service delivery and installation**
- **GMV up by 50% on products sold by marketplace merchants**
- **The “Black Hour” contest was played 1 million times in 18 days, with more than 1,000 products won by our customers**

*Milan, 27 November 2018*

In the four days of the Black Friday / Cyber Monday ePRICE marks its historic record of sales on large domestic appliances, with double-digit growth on GMV compared to a year ago. In the top 5 of the most valuable products purchased on ePRICE there are multidoor refrigerators and dryers. Thousands of customers have chosen the professionalism and efficiency of the Home Service— growing by 50% compared to 2017 - which provides for delivery, installation and collection of WEEE, choosing the date and time of the web appointment. Sales of the ePRICE 3P Marketplace, where the best-selling item was Google Home Mini, grew by over 50%.

ePRICE's Black Friday offers started on November 5th, with hundreds of products with a potential saving up to 70% and the "Black Hour" contest with 1,080 products free, played almost 1 million times in just 18 days. Also thanks to the early departure, from Friday 23 November - day of the Black Friday from calendar - to Monday 26 November - day of Cyber Monday - ePRICE recorded numbers beyond the best expectations.

With more than 11 million Page Views, ePRICE has confirmed itself as a reference point for Italians for hi-tech purchases for home and other categories. The most popular products were Apple AirPods, followed by a Smeg dryer and a Whirlpool washing machine. The first purchase of Black Friday, an Indesit washer-dryer, was made only 10 seconds after midnight. The most expensive item purchased was an LG 86 " Ultra HD 4K LED Smart TV.

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<sup>1</sup> Gross Merchandise Volume: includes revenues from the sale of products, deliveries and the volume generated by the 3PMarketplace, net of returns and VAT included. Infocommerce and B2B are not included.



*"ePRICE is satisfied with the month of November, having exceeded a particularly ambitious target" - Raul Stella said, ePRICE and Marketplace VP- "The total space of all the major appliances sold by ePRICE during the days of Black Friday would occupy the entire Meazza of San Siro stadium in Milan. This year we have created for our users the "Black Hour" contest, that allowed us to guarantee an excellent User Experience, to improve the conversion of our sales by about 60% and to increase the efficiency of our marketing investments. Black Friday - the eighth since we first launched it in Italy - and Cyber Monday have kept their promises, especially on our core categories of white goods, with exceptional growth even on our premium services. This initiative has also become an opportunity for ePRICE to develop new forms of partnerships and info-commerce with the leading brands in the tech&appliances sector. "*

During the four days of promotions, millions of users visited the ePRICE website, which has always remained available and accessible. More than 60% of those looking for the big deal on ePRICE connected from mobile devices, thanks to the ease of navigation and the intuitive interface renewed during the year. The cities that registered the highest number of e-Commerce buyers were Rome in first place, followed by Milan, Turin, Bologna and Genoa. The most pugnacious buyers were in the age group between 34 and 55 years.

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

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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 revenues 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 134 Pick&Pay locations in 109 cities, which combine the advantages of buying online and the convenience and security of a neighbourhood shop.

**ePRICE S.p.A.**

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