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The logo consists of the word "ePRICE" in a bold, black, sans-serif font. The "e" is lowercase, while "PRICE" is uppercase. The text is contained within a yellow, rectangular shape that has a slightly distressed or torn-edge appearance.

## **Q1 RESULTS**

**MAY 14<sup>TH</sup> 2019**

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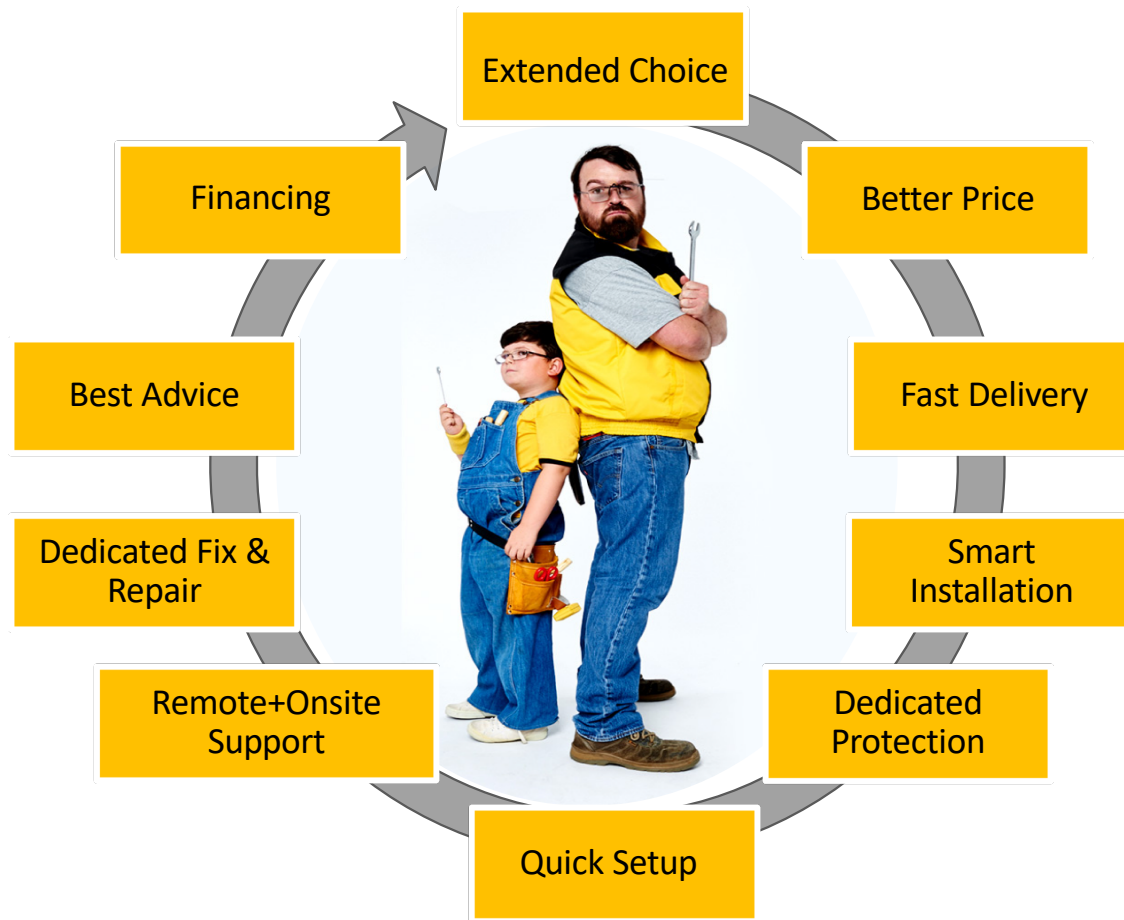
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## ePRICE AT A GLANCE

*"Serving the evolution of Italian households"*

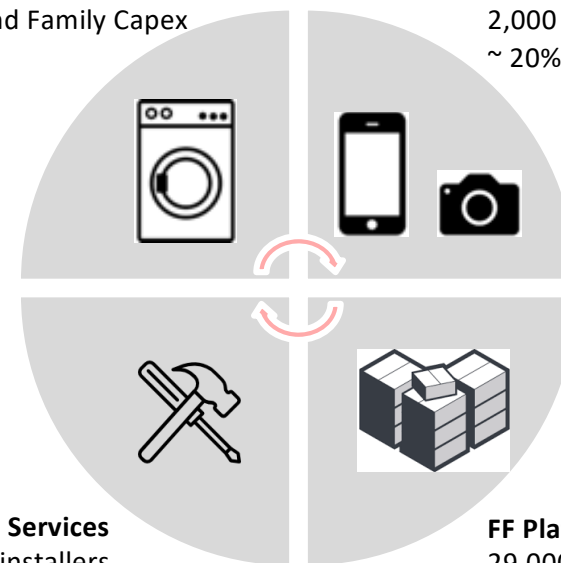
**A unique online offer to cover customer needs...**



**...powered by a complete e-Commerce platform**

**1P Core Sales**  
Online leadership on  
MDAs and Family Capex

**3P Marketplace**  
Long Tail & Tech Products  
2,000 merchants  
~ 20% GMV



**Premium Services**  
~600 installers  
Proprietary  
Service Platform  
122 Pick&Pay &  
321 automatic  
lockers

**FF Platform**  
29.000 sqm FF Center  
~ 1M boxes/year

# 1st & 3rd PARTY MARKETPLACE, FOCUSED ON E-COMMERCE AND E-SERVICES

## #1 Online Italian Retailer in Major Domestic Appliance Sales

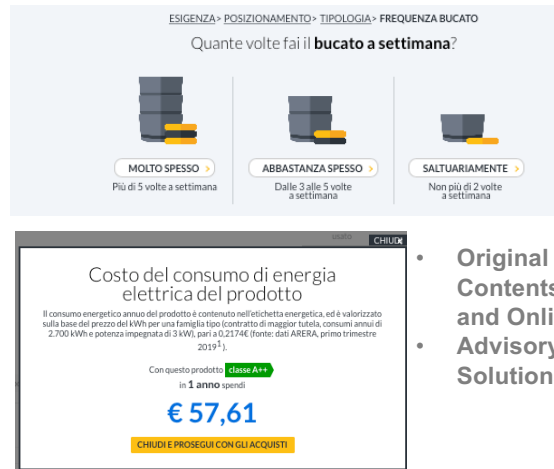
> 3.4M offers with a dynamic pricing



- Effective Info-commerce platform for vendors

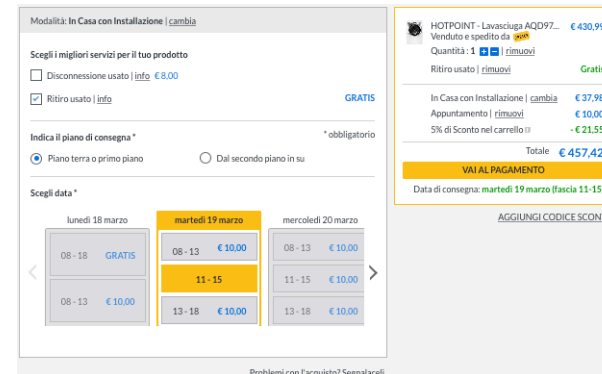


- Top brands & products on MDAs on Core Categories



- Original Contents and Online
- Advisory Solutions

## ...with Unique Assets and Services



- Premium installation services and delivery customization for clients



- Unique last mile operations and real time information management platform

## Q1 2019 SUMMARY

- 1 **Halved Losses on Ebitda:** 40% reduction, from 2,8M to 1,6M
- 2 **Gross Margin improves:** 50 bps from 16,2% to 16,7%
- 3 **Effective results HR cost control:** -12% on Payroll vs. Q1 18
- 4 **Efficiency on Marketing&Sales :** Online ADV -40%, Free Shipping -40%
- 5 **Progress in Fulfillment and Damages cost** (20% reduction on incidence vs. Q1 18)

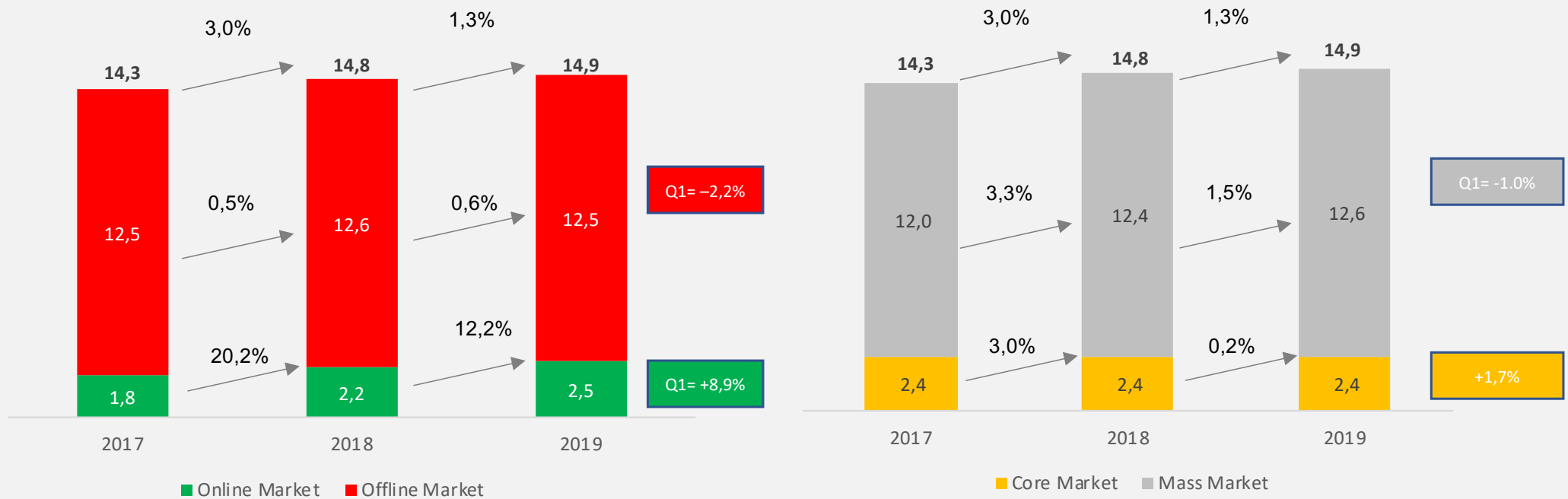
## MAIN EVENTS & INITIATIVES

month	event	what's up	results
March 2018	FY 2017 RESULTS & BUSINESS PLAN UPDATE 2018-2023	<ul style="list-style-type: none"> <li>Shifting low contribution margin 1P Sales to 3P Marketplace</li> <li>New Marketing Strategy SEO Driven</li> <li>Cost Control and reduction</li> </ul>	<ul style="list-style-type: none"> <li>Management reorganization and HR reduced to 160 people</li> <li>New «Product» Unit</li> <li>Halved Ebitda losses</li> </ul>
April-Aug 2018	NEW MARKETING INITIATIVES	<ul style="list-style-type: none"> <li>Brand association with mass brands &amp; events for Italy <ul style="list-style-type: none"> <li>Partnership with Radio Italia</li> <li>Partnership with FC Internazionale</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Spontaneous brand awareness=4X share of voice TV</li> <li>72% aided brand awareness</li> </ul>
August 2018	MDAs SALES PARTNERSHIP WITH AMAZON	<ul style="list-style-type: none"> <li>Started selling a range OF MDAs on Amazon</li> <li>Work in progress on installation services</li> </ul>	<ul style="list-style-type: none"> <li>Intercepting different clients -segments with lower basket size</li> <li>Better understanding of market momentum</li> </ul>
October 2018	MARKETPLACE SELLER DAY	<ul style="list-style-type: none"> <li>250 Italian sellers attending</li> <li>New initiatives to empower our marketplace relevance in Italy and abroad</li> </ul>	<ul style="list-style-type: none"> <li>1,898 active seller FY 18 (+36% YOY)</li> <li>+19% GMV growth in Q4</li> </ul>
November 2018	BLACK WEEKEND	<ul style="list-style-type: none"> <li>Pushing Black Hour, Black Friday and Cybermonday waves in Italy</li> <li>Dedicated initiatives from 5th to 26th november</li> </ul>	<ul style="list-style-type: none"> <li>Double digit growth on MDAs</li> <li>+50% Home Service Growth</li> <li>+50% marketplace growth</li> </ul>
December 2018	PARTNERSHIP WITH E-SQUARE	<ul style="list-style-type: none"> <li>ePRICE joining one of the most significant international retail group (5,6€ BN purchases/year)</li> </ul>	<ul style="list-style-type: none"> <li>Relevance with vendors</li> <li>Volumes</li> <li>International visibility</li> </ul>
April 2019	AGREEMENT WITH CARREFOUR ITALIA	<ul style="list-style-type: none"> <li>ePRICE supplying Major Domestic Appliances for 50 Hypermarkets in Italy</li> </ul>	<ul style="list-style-type: none"> <li>Relevance with vendors</li> <li>Offline Volumes, new channel</li> <li>Working with 3rd parties to exploit assets</li> </ul>

# 2019 OUTLOOK– MARKET ASSUMPTIONS

2017-2019 TECH&APPLIANCES RETAIL MARKET VIEW, € BN AND % GROWTH

20,0



## Q1 19 EXECUTION HIGHLIGHTS

### • P&L

€MN, %	Q1 18 <sup>(1)</sup>	Q1 19	DELTA
Gross Margin	16.2%	16.7%	+50 bps
Ebitda Adj.	(2.8)	(1.6)	+1.2M

### • Cash

€MN	Q1 18	Q1 19	DELTA
Cash consumption	(13.3)	(2.5)	10.8M
Delta WC	(8.6)	0.8	9.4M



### • Costs

€MN	Q1 18	Q1 19	DELTA
G&A+IT	2.1	1.6	0.5M
Payroll	(2.5)	(2.2)	0.3M

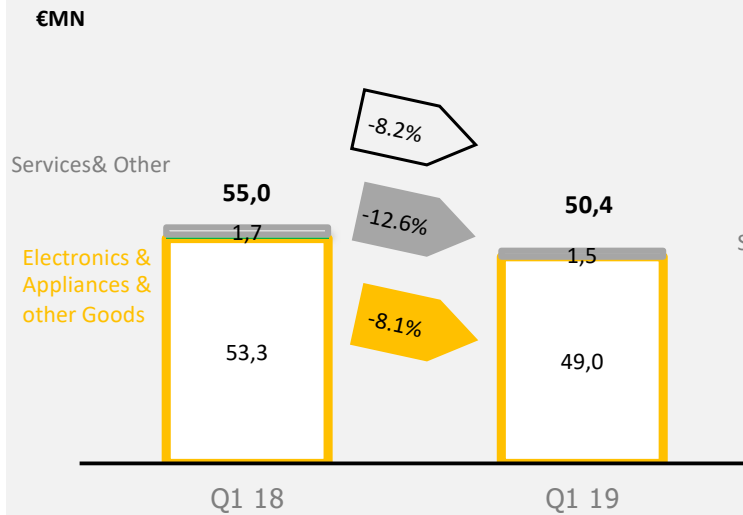
### • Volumes

% YoY growth	Q1 18	Q1 19	DELTA
Marketplace	€9.8M	€10.1M	+3%
MDAs revenues	(5.8%)	(3.4%)	+2.4%

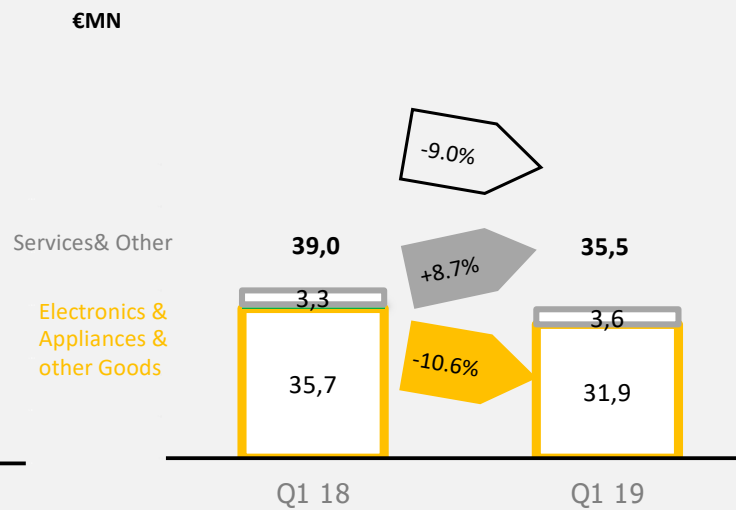


## ePRICE Q1 19 GMV & REVENUES (1) (2)

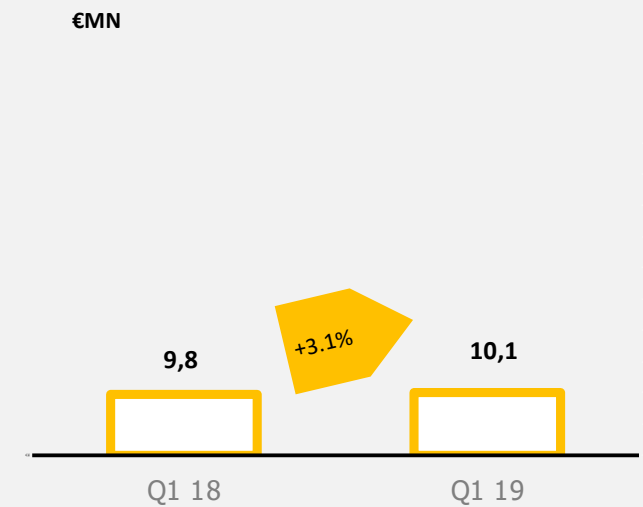
GMV (1)



REVENUES (2)



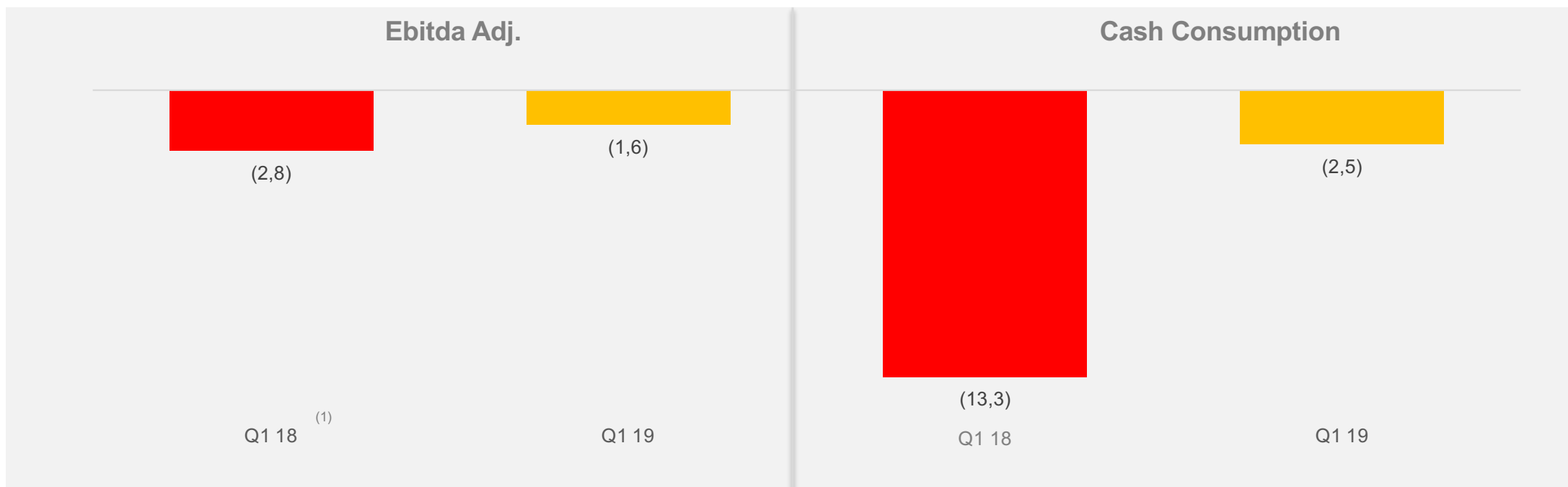
MARKETPLACE GMV (1)



(1) **Gross Merchandise Volume** includes revenues from products, shipping and 3P marketplace sales, net of returns and VAT included. (2) **Revenue from services** includes deliveries, warranties, B2B, ADV&Infocommerce and other revenues. GMV from services does not include B2B, ADV&Infocommerce; **Services&other** have been restated and now include warranties.

## REDUCED LOSSES ON EBITDA & CASH CONSUMPTION

€MN



### Ebitda vs Q1 18:

- 0,6M recovery on Marketing
- 0,5M savings on Fulfilment
- 0,5M recovery from G&A also thank to R&D
- Negative impact from Total Gross Profit (-0,4) and IT expenses (-0,2)

### Cash Consumption:

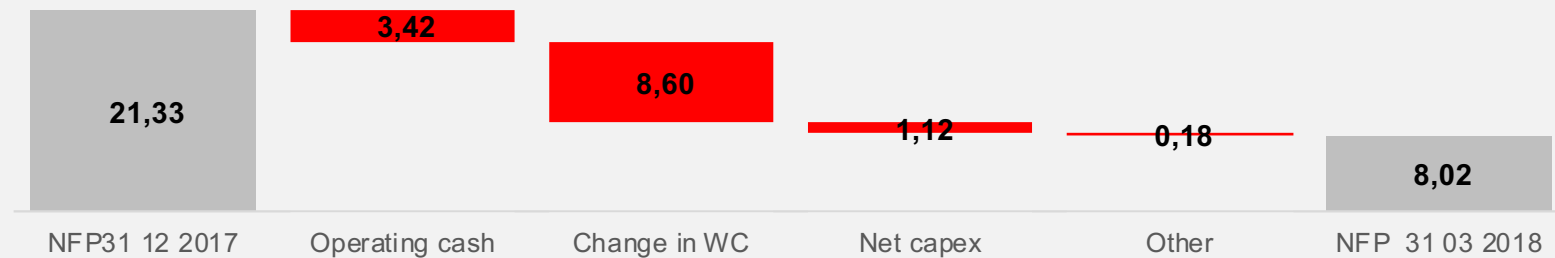
- 10,8M reduction of cash consumption in Q1 19 vs Q1 18
- +9,4M from WC
- +0,9M from Ebitda cash
- +0,5M from Capex & investment in subsidiaries

Restated according to IFRS 16

## Q1 NFP EVOLUTION 18 VS. 19

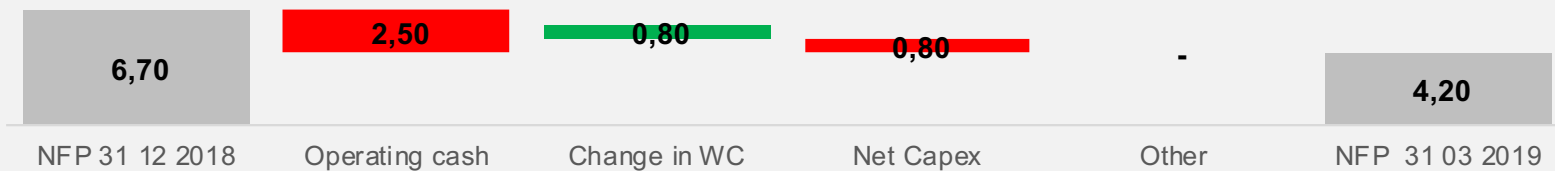
€ MN

### NFP Q1 2018



*Q1 2019  
improvements on  
operating cash and  
working capital*

### NFP Q1 2019



## Q1 2019 P&L

€ MN

Profit & Loss	Q1 2019	Q1 2018 restated ias16	Q1 YOY	Q1 2018
<b>Total Revenues</b>	<b>35,5</b>	<b>39,0</b>	<b>-9,0%</b>	<b>39,0</b>
Cost of Revenues	-29,6	-32,7	-9,6%	-32,7
<b>Gross Profit</b>	<b>5,9</b>	<b>6,3</b>	<b>-5,8%</b>	<b>6,3</b>
<i>Gross Margin %</i>	16,7%	16,2%		16,2%
Sales & Marketing	-2,2	-2,8	-21,5%	-2,8
Fullfilment	-3,8	-4,3	-11,1%	-4,7
IT	-0,6	-0,4	54,2%	-0,4
G&A	-1,0	-1,7	-41,4%	-1,8
<b>EBITDA ADJUSTED</b>	<b>-1,6</b>	<b>-2,8</b>	<b>42,1%</b>	<b>-3,4</b>
<i>Ebitda Adjusted %</i>	-4,6%	-7,2%		-8,8%
Non recurring costs	-0,1	-0,1	29,6%	-0,1
<b>EBITDA</b>	<b>-1,8</b>	<b>-2,9</b>	<b>39,8%</b>	<b>-3,5</b>
<i>Ebitda %</i>	-4,9%	-7,5%		-9,0%
<b>EBIT</b>	<b>-4,3</b>	<b>-5,4</b>	<b>20,3%</b>	<b>-5,5</b>
<i>Ebit %</i>	-12,1%	-13,8%		-14,0%
-				
<b>EBT from continuing operations</b>	<b>-4,5</b>	<b>-5,6</b>	<b>19,4%</b>	<b>-5,6</b>
<i>Ebt %</i>	-12,7%	-14,4%		-14,4%
EBT from discontinued activies	1,6	0,8		0,8
<b>Net result</b>	<b>-2,9</b>	<b>-4,8</b>	<b>38,9%</b>	<b>-4,8</b>
	-8,3%	-12,4%		-12,4%

### Comments

**Q1 2018 has been restated considering application of IFRS 16**

#### Gross Margin

GM up by 50 bps vs. Q1 18 mainly due to marketplace contribution & reduced returns for damaged goods (see chart GM waterfall)

#### S&M

S&M decreases 21,5% YoY because of Paid Advertising Optimization

#### Fulfilment

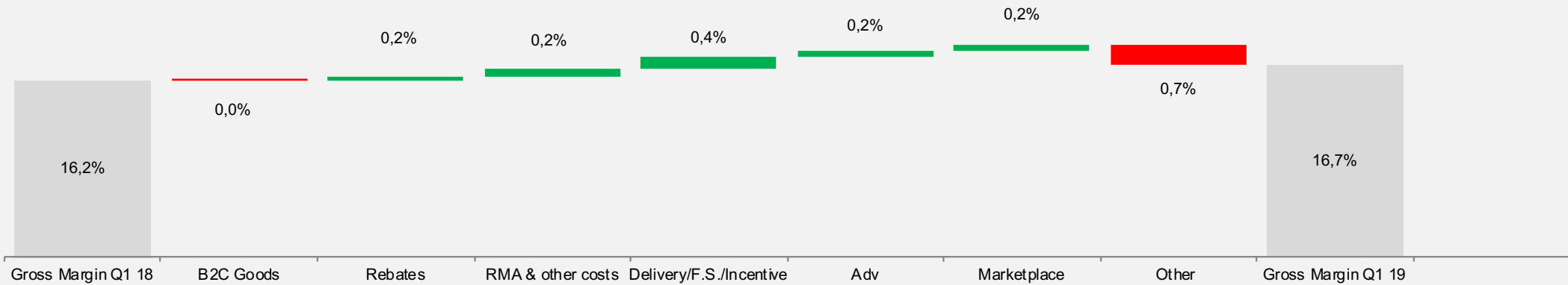
FF decrease 11,1% mainly due to sales volume reduction and cost optimization

#### G&A & IT

G&A Q1 19 including 0,7M€ tax credits contribution for R&D. Net of this impact G&A&IT costs are stable yoy.

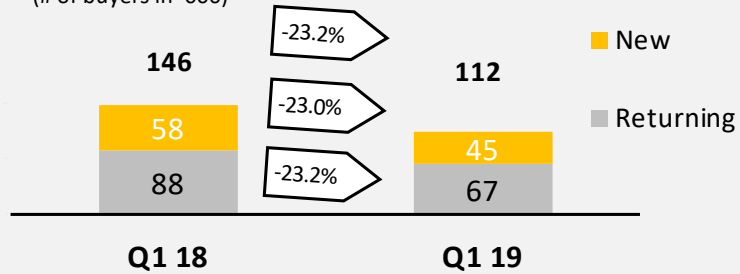
## GROSS MARGIN Q1 19

GROSS MARGIN Q1 18 TO Q1 19, % OF REVENUES

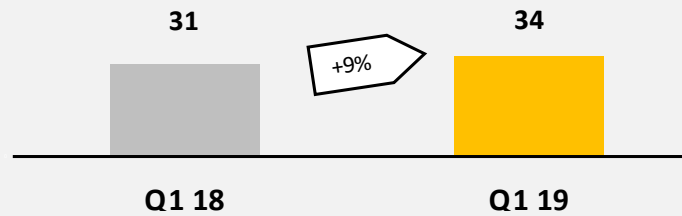


## Q1 19: CUSTOMER KPI's

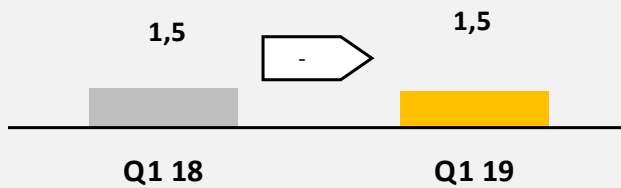
Total buyers Q1 19<sup>(1)</sup>  
(# of buyers in '000)



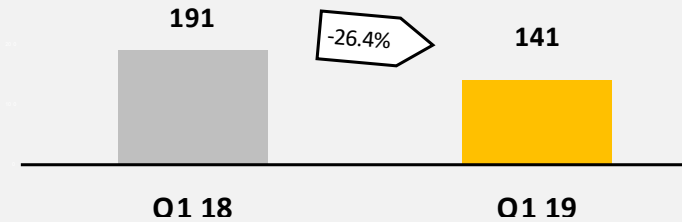
Buyers Q1 19 MARKETPLACE<sup>(1)</sup>  
(# of buyers in '000)



# Items/order



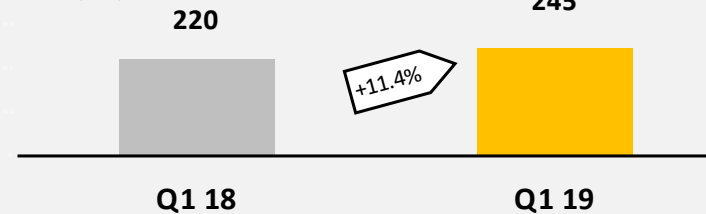
Number of Orders including mktplace  
( '000)



Average Spending per Buyer Q1 19<sup>(2)</sup>  
(in €)



Average Order Value including marketplace  
(in €)




(1) Some of marketplace buyers possibly duplicated and in common with total ePRICE buyers, which are unduplicated

(2) Spending per Buyer is calculated on revenue from products, deliveries and revenue from 3P marketplace, net of returns and VAT included

## FY 2019: GUIDELINES

- 1 GMV and revenues back to solid growth, raising customers' satisfaction through our services offer
- 2 Gross Margin improvement by partnership with vendors and recovery of reverse value
- 3 Ebitda FY 2019 around breakeven, back-end loaded
- 4 NFP substantially unchanged at year's end
- 5 Up to € 12M from earn-out of previous disposals and operations

## TARGET MODEL

	2018	2019	TARGET	DRIVERS
MARKET GROWTH TECH&APPLIANCES	c.20%	c.12%	10% - 12%	Conservative growth Offline stores closures Online/Offline Price convergence
GMV	€234M	high single digit	2x	Market Growth, Marketplace development, Services uplift
REVENUES	€164M	high single digit	2x	MDAs Leadership and market growth, Infocommerce and B2B sales empowerment
GROSS MARGIN before Transport	16.7%	+200/300 bps	22%-26%	Mix, Rebates, Increased negotiating power, recovery of value in damaged goods
MARKETING	7.0%		5.0% / 6.0%	SEM Efficiency, SEO full effectiveness Defending Brand Awareness
FULFILMENT & INTERNAL TRANSPORT	11.6%		10.0% / 11.5%	Impact of ongoing efficiency actions limited by MDAs growth in sales mix
IT + G&A	3.7%		2.0% / 3.0%	Efficiencies and scalability
EBITDA adj.	-6.0%	Around break even -back end loaded-	5% / 6%	 <b>#1 specialty player, EBITDA enhanced by mktplace and services</b>
CAPEX	2.1%	2.0 / 2.5%	2.0% / 3.0%	

Recurring CAPEX

15

**ePRICE**



## FINANCIAL CALENDAR

Date	Financial Event
14 May	Q1 Approval
12 September	H1 Approval
12 November	9M Approval

## SHAREHOLDER STRUCTURE

*The share capital of Eprice S.p.A. is equal to Euro 826.297 composed by n.41.314.850 ordinary shares without par-value.*

RELEVANT SHAREHOLDERS	NUMBERS OF SHARES	% SHARE CAPITAL
Paolo Ainio*	9,452,615	22.88%
Arepo BZ S.a.r.l.	8,613,850	20.85%
Pietro Boroli**	2,181,200	5.28%
Treasury Shares	1,011,372	2.45%

\*of which 221.750 (0,54%) held trough PUPS S.r.l., 80% controlled by Paolo Ainio.

\*\* of which 2.158.700 held through Vis Value S.r.l.

*There are no other shareholders, outside of those listed above, with a shareholding of more than 5% that have notified Consob and Eprice S.p.A. according to art. 117 of Consob Regulation no. 11971/99 on notification requirements of major holdings.*

**ANNEX**

## BALANCE SHEET

€ MN

Balance Sheet	31_12_18	31_03_19
Property, plant and equipment	6,4	6,0
Goodwill	12,8	12,8
Intangible assets	14,9	26,8
Financial assets	1,3	1,2
<b>TOTAL ASSETS</b>	<b>35,4</b>	<b>46,9</b>
<b>NWC</b>	<b>1,2</b>	<b>2,6</b>
Deferred tax assets	8,7	8,7
Provisions	(2,2)	(2,3)
Other non current debts	(0,4)	(0,4)
<b>Net Invested Capital</b>	<b>42,7</b>	<b>55,5</b>
<b>Net Equity</b>	<b>49,4</b>	<b>46,6</b>
<b>Net Financial Position</b>	<b>(6,7)</b>	<b>9,0</b>
<b>Total Sources</b>	<b>42,7</b>	<b>55,5</b>

### Comments

#### Balance Sheet

**Intangible assets** increase due to IFRS 16 Application

**NFP** increase due to IFRS 16

## NET WORKING CAPITAL

€ MN

Net Working Capital	31_03_18	31_12_18	31_03_19
Inventories	15,3	16,1	15,5
Trade receivables	8,5	6,8	5,6
Trade Payables	(23,0)	(22,5)	(21,4)
Other receivables and payables	3,1	0,7	2,8
<b>NET WORKING CAPITAL</b>	<b>3,9</b>	<b>1,1</b>	<b>2,5</b>
<b>DOI</b>	<b>43</b>	<b>42</b>	<b>48</b>
<b>DSO</b>	<b>18</b>	<b>12</b>	<b>13</b>
<b>DPO</b>	<b>42</b>	<b>39</b>	<b>40</b>

### Comments

#### NWC

*Days of Inventory increase due to weaker than expected topline*