

# GIGLIO.COM

## **PRESS RELEASE**

### **Introducing Digital Gateway GIGLIO.COM's new Business-to-Business organizational unit**

Palermo, July 10, 2024 – GIGLIO.COM S.p.A. (“**Company**” or “**GIGLIO.COM**”), a globally active company in the online sale of luxury multi-brand fashion, listed on the Euronext Growth Milan managed by Borsa Italiana S.p.A., continues its path of development and growth by announcing the launch of a B2B business unit dedicated to digitalization services.

After surpassing 150,000 active customers, GIGLIO.COM is launching a new business unit aimed at *business* clients, leveraging its decades of expertise to drive the digital transformation of the *industry*. This new organizational structure targets companies within and outside the fashion world, offering essential services for their digital expansion. The business unit, named **Digital Gateway Giglio.com**, consists of four modules:

- **Shooting Hub:** With over twenty photography studios, more than 3,500 square meters of dedicated space, and dozens of seasoned photography and fashion professionals, this unit provides comprehensive digital production services for e-commerce catalogs.
- **Creative Hub:** Building on the strong brand identity of GIGLIO.COM, our team of professionals offers clients the opportunity to position their brand through *tailor-made* editorial campaigns that align with the brand's DNA.
- **Marketing Hub:** Having acquired 130,000 new customers in 2023 at highly competitive costs, this unit assists clients in executing their online marketing strategies, offering sophisticated optimization tools to enhance results.
- **Technology Hub:** With proprietary technology that stands as the key competitive advantage, this unit supports clients in designing websites and developing their technological infrastructures.

The official website of GIGLIO.COM's Digital Gateway is [www.digitalgatewaygiglio.com/en](http://www.digitalgatewaygiglio.com/en)

*“The B2B evolution of our business model feels like a natural progression in today's environment, which increasingly demands expertise and tools that can significantly impact the digitalization processes of companies. Digital Gateway meets these needs with the best-in-class skills developed over GIGLIO.COM's many years of experience, which have been pivotal to our success,”* commented **Giuseppe Giglio, President and CEO of GIGLIO.COM**

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This press release is available in the Investors / Press Release section on [giglio.com](http://giglio.com).

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## **GIGLIO.COM**

GIGLIO.COM - a Company operating in the online sales sector for multi-brand luxury fashion on a global scale - is a style destination that reaches its customers in over 150 countries, featuring some of the most prestigious fashion and luxury brands for women, men, and kids. The Company was founded in 1965 by the Giglio family, owner of high fashion boutiques in the city of Palermo, and in 1996 became the first online fashion store in Italy, placing itself among the pioneers of the sector in our country.

GIGLIO.COM is an international e-tailer operating in the fashion & luxury sector thanks to a proprietary platform, developed and managed internally with innovative technological solutions. Today GIGLIO.COM is a community of independent boutiques that share the same values by constantly dedicating themselves to the quest for beauty and innovation and offering collections by the most creative and iconic designers.

## **For further information:**

### **Contacts**

#### **Investor Relation**

*GIGLIO.COM S.p.A.*

Laura Favaretto

Investor Relator

7, Via Solferino

20121 – Milan

Tel. +39 091 7339980

[ir@giglio.com](mailto:ir@giglio.com)

#### **Media Relation**

*Twister communications group*

3, Via Valparaiso

20144 – Milan

Tel. +39 02 438114200

[giglio@twistergroup.it](mailto:giglio@twistergroup.it)

#### **Euronext Growth Advisor**

*EnVent Italia Sim S.p.A.*

2, Via degli Omenoni

20121 – Milan

Tel. +39 02 2217 5979

[ega@envent.it](mailto:ega@envent.it)