



## PRESS RELEASE

### **BANZAI EXTENDS THE PERIOD OF EXCLUSIVITY TO ARNOLDO MONDADORI EDITORE S.P.A. UNTIL 15<sup>TH</sup> MAY 2016**

Milan, May 4, 2016 – With regards to the potential sale of Banzai Media Holding, Banzai announces it has extended the period of exclusivity in favour of Arnoldo Mondadori Editore S.p.A. until 15th May 2016.

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The press release is available on the websites [www.banzai.it](http://www.banzai.it) and [www.1info.it](http://www.1info.it)

**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, Banzai is one of the leading Internet companies in Italy with revenues of Euro 235 million and a GMV<sup>1</sup> (Gross Merchandise Volume) of Euro 260 million in 2015, up 29%YoY in the first quarter 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. With over two million registered users, SaldiPrivati is one of the most important online outlets selling clothing, footwear, accessories and household products. The two brands share a network of 106 Pick&Pay locations in 93 cities, which combine the advantages of buying online and the convenience and security of a proximity shop. Every month, 17.9 million unique users visit Banzai's e-Commerce and media websites including, among others, ePRICE, SaldiPrivati, Giallo Zafferano, Pianeta Donna, Studenti, ilPost and Liquidia. Due to its unique and innovative product range, Banzai is a distribution channel for thousands of brands and a communication channel for over 450 advertising investors. Banzai is growing rapidly with a full focus on the development of digital technologies in Italy.

#### **For additional information:**

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<sup>1</sup> Gross Merchandise Volume: it includes revenues from the sale of products, deliveries and the volume generated by the 3PMarketplace, net of returns and VAT included. It does not include the Vertical Content.