



ePRICE is revolutionizing the e-Commerce of large domestic appliances with customized delivery and installation services

ePRICE, the Italian leading player in the e-Commerce of domestic appliances and part of the Banzai Group, listed in the STAR segment of the Italian Stock Exchange, has launched a new range of services linked to the sale of large domestic appliances.

Raul Stella, CEO of ePRICE, commented: *“In 2015 ePRICE’s revenues from electronic goods and domestic appliances rose close to Euro 150 million. We have it confirmed that our customers consider the service component a crucial element when they are buying a large domestic appliance. Today, after completing an important technological development, we are able to offer a new generation of delivery, installation and recycling services, integrated with a mobile platform, accessible via app even from a smartphone, which enables our customers to have a continuous dialogue with ePRICE from the moment of purchase until installation in their homes.”*

The new ePRICE services enable customers to choose, at the very moment they make their purchase, the day and timeslot of delivery, and to select specific options for each product (such as disconnection of the old refrigerator), extend the guarantee to 5 years (3 more than the legal minimum) and request the recycling of the old domestic appliance.

Immediately after purchase, the customer will receive a confirmation message with the name, photo and certification of the professional technician who will provide the services requested.

By answering a rapid online questionnaire, customers will provide the technician some practical information, such as the size of the lift, the doors and the stairs, the features of the room in which the appliance will be located, the position of discharge pipes and so on. If they wish, customers can also send images of the rooms, so as to enable the technician to plan the installation in advance, work more effectively and minimize any hassles.

Shortly before installation, the customer will receive a text message and notification via APP, in order to avoid unnecessary waiting and to follow the process in real time. In the case of delays or unforeseen events, the technician can be contacted directly to make a new appointment

At the end of the installation, customers may express their opinion and provide feedback, enabling ePRICE to improve constantly the service level of its technicians. The first results have been very positive, with a level of satisfaction well above average.

In order to provide these services, ePRICE’s **“Home Services”** project has enabled the development of an entirely mobile-centric proprietary platform. The technicians use a dedicated APP developed by ePRICE to organize appointments, interact with customers and handle any exceptions when providing their services. The customers can use the website, the app or both. The first results show that customers greatly appreciate the functionalities of the mobile APP which allows them to reply to the questionnaire, take photos and leave feedback directly and at any moment.



The new services offer some significant advantages, much appreciated by customers, compared with current standards in the rest of the market:

- More control over the process, from the moment of online purchase to delivery and installation
- More flexibility and ease of interaction with the technician, without unnecessary intermediaries
- A more professional attitude, because the technicians are certified and are rewarded if they work well

The new range of services has been available since January 2016 in the Milan area. It will soon be extended to Turin and Rome, and will gradually cover all the main municipalities of Italy.

Enhancing our services is one of the cornerstones in the strategy of ePRICE, focused on being closer to customers by relying on a proprietary network of over 100 Pick&Pay stores and 350 automatic Lockers, a Marketplace with Merchants selling on ePRICE and a catalogue with over 1 million high-tech products dedicated to need of the digital families.

Find the details at:

<http://www.eprice.it/servizi>

ePRICE is the largest Italian online store specialized in high-tech products and the e-Commerce leader in Italy in the segment of large domestic appliances. Its catalogue includes over 1 million products, thousands of special offers, hundreds of new deals every day. This range is supplemented by those of hundreds of merchants in the marketplace, who sell directly to customers through this platform. ePRICE pioneered the launch of the Pick&Pay service which enables customers to buy online any product in the catalogue and to pay at the time of delivery, also cash or by ATM card. ePRICE is the e-Commerce leader in the sale of large domestic appliances, also thanks to dedicated services for delivery, installation and used goods pick up. ePRICE also offers the brands some innovative “info-commerce” marketing solutions, which enable them to reach the target of more sophisticated customers and influencers at the very moment they are more inclined to buy. As at 31 December 2015 the e-Commerce TTM GMV¹ (Gross Merchandise Volume over the last 12 months) of the Banzai group including ePRICE and SaldiPrivati amounted to Euro 260 million.

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 GMV¹ (Gross Merchandise Volume) of Euro 260 million in 2015. 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 100 Pick&Pay locations in 89 cities, which combine the advantages of buying online and the convenience and security of a proximity shop. Every month, 17.5 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.

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¹ Gross Merchandise Volume of the last 12 months as at 30 September 2015. It includes e-Commerce revenues from the sale of products, deliveries and the volumes generated by the 3PMarketplace, net of returns and VAT included. It does not include Vertical Content revenues.