



PRESS RELEASE

REPORT ON THE PURCHASE OF TREASURY SHARES

Milan, April 26, 2016 – During the period from April 18 to April 22, 2016, Banzai S.p.A. acquired no. 12,121 treasury shares for a total consideration of 45,052.50 Euro, as authorized by the Ordinary General Meeting on 14 April 2016, and then disclosed pursuant to Art. 144-*bis* of Consob Regulation no. 11971/1999.

Details of the daily transactions on the *Mercato Telematico Azionario* are as follows:

Date	Number of ordinary shares purchased	Average price (Euro)	Consideration (Euro)
19/04/2016	3,450	3.5836	12,363.42
20/04/2016	3,448	3.5870	12,367.98
21/04/2016	223	3.7000	825.10
22/04/2016	5,000	3.8992	19,496.00
Totale	12,121	3.7169	45,052.50

Following the above purchases, Banzai holds 294.371 treasury shares as of April 22, 2016, equal to 0.7173% of the issued share capital.

Related press releases: 14 April 2016

The press release is available on the websites www.banzai.it and 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 GMV¹ (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 Liquida. 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:

Banzai S.p.A.
Micaela Ferruta
Head of Investor Relations and Strategic Planning
investor.relations@banzai.it

IR Top
Maria Antonietta Pireddu
Investor Relations
Tel. +39 02 45473884
m.pireddu@irtop.com

Community Strategic Communication Advisers
Marco Rubino di Musebbi
Media Relations
Tel. +39 0289404231
marco@communitygroup.it

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