



## PRESS RELEASE

### **Banzai is number two among digital properties in Italy**

*In November 2015, according to comScore<sup>1</sup>, close to 24mn Italians chose Banzai's digital offer.*

Milan, January, 21st 2016 – According to comScore<sup>1</sup> latest rankings, **Banzai with 23.8 mn unique users** per month and a reach of 63.5% on the total Italian online population, **is Italy's second digital property** after Google and number one among Italian players. Banzai unique users grew 17.5% YoY, compared with +13.5% YoY posted by the Italian online population.

Banzai goes from number five to number two, powered by mobile audience, which reached 15.9mn unique monthly users, according to comScore<sup>1</sup>, posting a growth of 34% YoY compared with +25% YoY posted by the Italian market. All Banzai digital brands scored great results. In details, **Pianetadonna recorded close to 11mn monthly unique users**, confirming the leadership within its segment. **Giallozafferano**, the most popular and highly regarded cooking digital brand in Italy, recorded over **10 mn users**, up 16% over the last 12 months.

*"We are extremely proud of these results, which reward the passion and capacities of the over two hundred people who are working every day to offer their readers state of the art products, and who show how focusing on innovation, quality and team-work, one can achieve important targets. " said **Andrea Santagata, CEO of Banzai Media**. "I believe our team, which is made of young developers, web editors, social managers, Giallozafferano cooks and marketing professionals, represents Banzai Media's main asset. They have allowed us to outperform the market, showing we can shine vis à vis international players."*

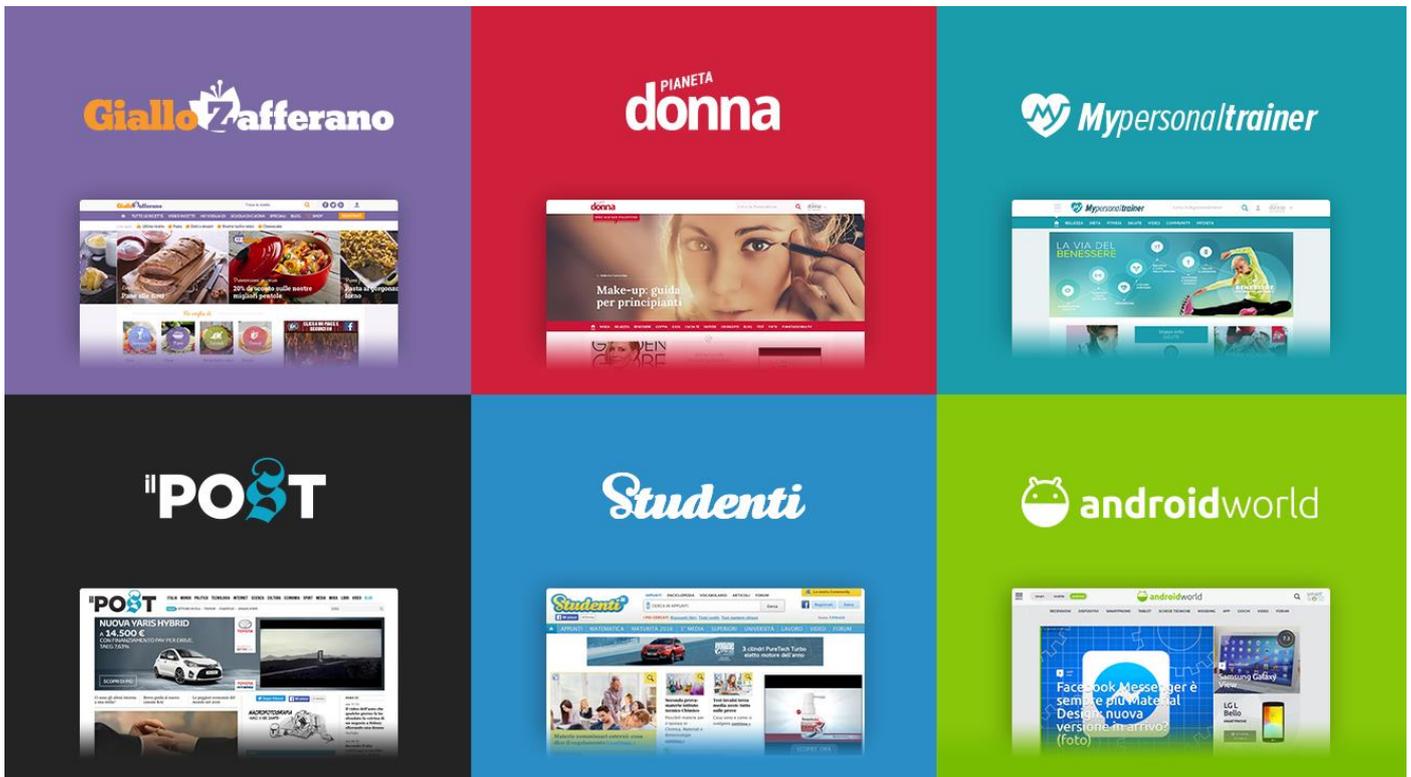
*This press release is available on the internet websites [www.banzai.it](http://www.banzai.it) and [www.1info.it](http://www.1info.it)*

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**Banzai** is the number 1 Italian e-Commerce platform and one of the main digital publishers in Italy. Founded by Paolo Ainio, one of the Internet pioneers in Italy, Banzai has over 470 employees and associates. It is one of the leading Internet companies in Italy with revenues of €185 million in 2014. 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. ePRICE is one of the major Italian online stores specialized in high-tech products (electronic goods) and 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 87 Pick&Pay locations in 77 cities. These pick-up and payment points combine the advantage of buying on line with the convenience and security of a proximity store. 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 100% focus on the growth of digital technology in our country.

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<sup>1</sup> comScore, founded in 1999 and headquartered in Reston, Virginia (USA) and listed on NASDAQ, is one of the world's leaders in digital media analytics.



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