

UNIEURO S.P.A.: THE SUCCESS OF “MANA’ MANA’ BLACK FRIDAY” AS PROOF OF THE MARKET LEADER’S STRENGTH

- **November on the up again, boosted by Unieuro’s business competitiveness and the effectiveness of the omnichannel marketing**
- **Double-digit revenue growth in the direct channel throughout the campaign (1 November to 2 December), by now known as “Black November”**
- **Black Friday finally embedded in the entire industry’s dynamics, so much it is no longer a source of disruption or uncertainty**
- **Product availability substantially confirmed, also in view of the run-up to the all-important Christmas season**

Forlì, 2 December 2021 – Unieuro S.p.A. (Euronext STAR Milan: UNIR), the Italian leader in the retail market of consumer electronics and household appliances, has successfully completed the now traditional promotional Black Friday campaign, which this year had been renamed “Manà Manà Black Friday”.

Started on 1 November and ended yesterday, basically in line with the length of last year’s “Change Black Friday” (3 November to 3 December), the campaign reported higher revenues than in November 2020, which – despite the restrictions – had benefited from the favourable consumption trends triggered by the pandemic.

This year, once again, the campaign presented customers with a succession of baskets of highly discounted products, which gradually evolved and expanded in the run-up to the Grand Finale, plus a few one-off promotions that did not necessarily coincide with the typical November sales occasions – such as Singles’ Day, Black Friday and Cyber Monday – though the latter have been some of the busiest days for the physical network as well as for the digital platforms.

Generally speaking, the direct channel (Retail and Online) performed well, reporting a double-digit growth, boosted by the strong traffic in physical stores, no longer affected by restrictions, and the performance of the newly upgraded unieuro.it platform. The Indirect Channel lagged behind, instead, though last year it had exceptionally benefited from the closure of shopping malls in holidays and pre-holidays.

All of the product categories performed well on the direct channel, although the Grey category was hit by a lower demand for IT products compared to the exceptional levels of 2020. No major impact instead from the lack of components and raw materials which is impacting many industries at global level and caused a shortage of a very limited number of products sold by Unieuro.

“Over ten years after its arrival in Italy and having caused quite a lot of disruption in consumption trends, we can say at last the Black Friday has sunk in, and is now second nature to the industry dynamics and to all retailers’ sales strategies.

The by now undisputed importance of November makes us very happy with the results achieved by the Manà Manà Black Friday campaign, which led us to further improve the record-breaking levels of 2020.

Thanks to a total visibility on December’s supplies, we look to the forthcoming and ever-decisive Christmas season with optimism”.

Giancarlo Nicosanti Monterastelli, CEO of Unieuro.

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Unieuro S.p.A.

Unieuro is a leading vendor of consumer electronics and household appliances in Italy, which adopts an omnichannel approach consisting of direct stores (about 280), affiliated stores (about 260) and the digital platform unieuro.it, as well as the digital pure player Monclick. Unieuro is headquartered in Forlì and has a central logistic platform in Piacenza, with approximately 5,400 employees. Listed in the Euronext STAR Milan segment of the Italian stock exchange since 2017, Unieuro reported revenues of approximately Euro 2.7 billion in the year ended 28 February 2021.

Contacts:

Investor Relations

Andrea Moretti

Investor Relations & Corporate
Communications Director

+39 335 5301205

amoretti@unieuro.com

investor.relations@unieuro.com

Corporate Media Relations

iCorporate

Danja Giacomini

+39 334 2256777

unieuro@icorporate.it