



PRESS RELEASE

NEW HISTORICAL RECORDS IN SALES AND TRAFFIC IN ALL CHANNELS DURING UNIEURO'S "BLACK ROC FRIDAY"

- Revenues up by 50% in the fifteen promotional days called "Black Roc Friday"
- Record traffic at the 238 direct stores: over 4 million visitors on aggregate basis, during the period
- Online orders up by 75% compared to the same period of 2017
- Affiliate network sell out up by 60% over the same period
- Google Home Mini the highest demand product, over 30,000 pieces sold
- All-time daily Retail sales record on 23 November (up 21% compared to last year's Black Friday)
- Promotional strategy intentionally played in advance in respect to competitors, thanks to the close partnership with suppliers aimed at selecting the most appealing products for customers

Forlì, 27 November 2018 – "Black Roc Friday", the longest ever promotional campaign dedicated to Black Friday in the history of Unieuro, closed with exceptional results exceeding all the most optimistic expectations. From 12 to 26 November, it ensured extremely competitive prices and purchase conditions to offline and online customers on a wide selection of products- which gradually expanded in view of the crucial Black Friday, chosen among the most appealing.

Over the fifteen days of campaign, the early start of which actually opened the peak season of the industry, Unieuro S.p.A. recorded a growth of 50% in revenues compared to the corresponding period of 2017, reaching record levels in all sales channels, both physical and digital.

The directly-operated sales network, which increased by 12 stores from mid-September thanks to recent acquisitions, during the campaign posted a year-on-year growth of 45% in terms of revenues, also due to an increase of 35% in-shop visits. The unieuro.it digital platform posted new records in terms of orders, increased by 75% compared to the same period of 2017. The contribution of the affiliate store network, now comprising of 276 stores, was also very important, posting an increase of 60% in sell out revenues over the fifteen days.

In general, all categories benefitted from the campaign. High-end smartphones and IT registered historical performances, while large TV sets and major domestic appliances sales performance confirmed once again Unieuro's undisputed leadership. The best-



selling product was Google Home Mini, of which over 30,000 pieces were soon sold out, confirming voice assistants as increasingly in-demand tech gadgets.

On Black Friday in particular, Unieuro recorded the highest daily revenues ever, a further increase compared to the previous edition (Retail sales up by 21% compared to 24 November 2017) representing 6 average business days, also taking advantage of the early store opening hours. The unieuro.it platform achieved an all-time record in terms of orders on a single day, jumped by 80%, also thanks to the growing success of the mobile App. Monclick.it reached a daily record as well, registering an impressive +130% order increase, thanks to the “Fra-i-Dei” promotion.

Compared to Black Friday 2017, during which Unieuro had offered a 25% flat discount for four whole days on almost all the products in the assortment with a minimum purchase amount, the 2018 campaign was characterized by a selective approach to discounted products. These were selected and stocked in due time, also leveraging on the additional storage capacity offered by the new logistics hub in Piacenza, which also scored new productivity records.

Giancarlo Nicosanti Monterastelli, Chief Executive Officer of Unieuro, said: *“The commercial strategy adopted by Unieuro during Black Friday 2018 was even more rewarding than we expected. Starting the promotion one entire week earlier allowed us to have a head start on our competitors and then to benefit from the long wave of a well-constructed communication campaign and a smooth-running organization that is up to the task.”*

“In light of a probable further anticipation of sales from December to Black Friday, a trend that has been going on for the past three years, we are even more pleased to have succeeded in our intent to protect margins, thus managing an irresistible change in consumption habits”.

Unieuro S.p.A. has chosen to use the “eMarket SDIR” and “eMarket STORAGE” platforms managed by Spafid Connect S.p.A., with offices at Foro Buonaparte 10, Milan, for the transmission, storage and filing of Regulatory Information made public.

Mr Italo Valenti, the manager responsible for preparing the company’s accounting documents, hereby declares that, pursuant to and in accordance with Article 154-bis, paragraph 2, of Legislative Decree No. 58 of 1998, the information contained in this press release matches the Company’s documentation, books and accounting records.

**Unieuro S.p.A.**

Listed on the STAR segment of the Italian Stock Exchange, Unieuro is now the largest omni-channel distributor of consumer electronics and household appliances with a widespread network of about 500 stores throughout the country, including direct stores (about 230) and affiliated stores (about 270), its digital platform unieuro.it as well as the e-tailer Monclick. The Company is headquartered in Forlì and has a logistics hub in Piacenza. It has about 4,600 employees and revenues that approached € 1.9 billion for the fiscal year ended 28 February 2018.

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