



**STAR CONFERENCE - LONDON**  
**10 OCTOBER 2017**

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# PRESENTING TODAY



**Pietro Scott Jovane**  
CEO

- Joined ePRICE (previously Banzai) in 2015
- CEO and GM of Italian listed publisher RCS MediaGroup in 2012-2015
- Microsoft's CEO in Italy
- CFO of Internet Division in Matrix, Seat Group / Telecom Italia.



**Micaela Ferruta**  
Head of IR  
and Strategic Planning

- Joined ePRICE (previously Banzai) in 2015
- Previously: Head of Media & Telecommunications Coverage in Intermonte
- Strategic and Business planning in Infostrada



**FROM BANZAI  
TO  
ePRICE**

# FROM BANZAI TO ePRICE



Q1 2016

Q2 2016

Q3 2016

Q3/Q4 2016

Q4 2016

Q1 2017

## Launch of Home Service

- 35% population coverage at launch
- +50% NPS<sup>(1)</sup> vs. prev. svcs

## Sale of Banzai Media

- 45 €M EV
- 17.5 €M capital gain
- 3Y agreement w/ Mediaset to purchase TV ADV, 7 €M benefit

## New brand identity & TV campaign

- 10 €M ADV campaign in 3 years
- 8M people reached on 35-54 y.o. target

## Sale of Saldiprivati

- 38 €M EV
- 7.8 €M capital gain
- 5Y agreement to manage fulfillment for SRP Italian activities.

## New Strategic Guidelines 2017-2021

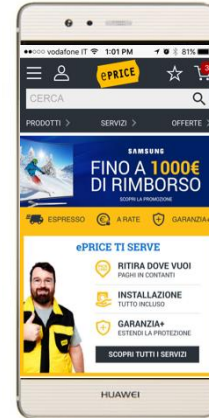
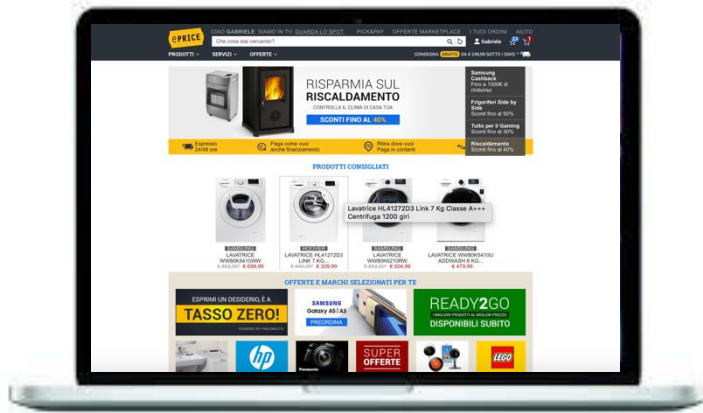
- +4/6% M/S Online Tech market
- +4/6% M/S Home Service market
- 3X GMV by 21
- 4-6% Ebitda margin by 21

## Change of Name & Ticker

(1) Net Promoter Score is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It can be as low as -100 (everybody is a detractor) or as high as +100 (everybody is a promoter). An NPS that is positive (i.e., higher than zero) is felt to be good, and an NPS of +50 is excellent.



# ePRICE: THE NATIONAL E-COMMERCE LEADER



1

**LOCAL E-COMMERCE CHAMPION FOCUSED ON CAPTURING A HIGH-POTENTIAL, FAST-GROWING MARKET**

2

**A UNIQUE VALUE PROPOSITION TAILORED TO THE ITALIAN MARKET, SUPPORTED BY A FLEXIBLE AND SCALABLE PLATFORM**

3

**SIGNIFICANT TRACK RECORD AND GMV/REVENUE GROWTH TO GENERATE VALUE THROUGH SCALE & RELEVANCE, IN ORDER TO REACH PROFITABILITY**

**H1 17 TTM  
GMV <sup>(1)</sup>  
Eu 268mn**

**H1 17 TTM  
REVENUES  
Eu 205mn**

**133 Pick&Pay  
290 Lockers  
1 brand new  
fulfilment center**

**~1.6mn customers <sup>(2)</sup>  
~500 installers <sup>(3)</sup>  
>1,000 merchants**

(1) TTM Gross Merchandise Volume: includes revenues from products, shipping and 3P marketplace sales, net of returns and VAT included. Revenue from services includes transports, warranties, B2B and other revenues. GMV from services does not include B2B, ADV&Infocommerce.

(2) Customers who bought at least once on ePRICE or on the marketplace.

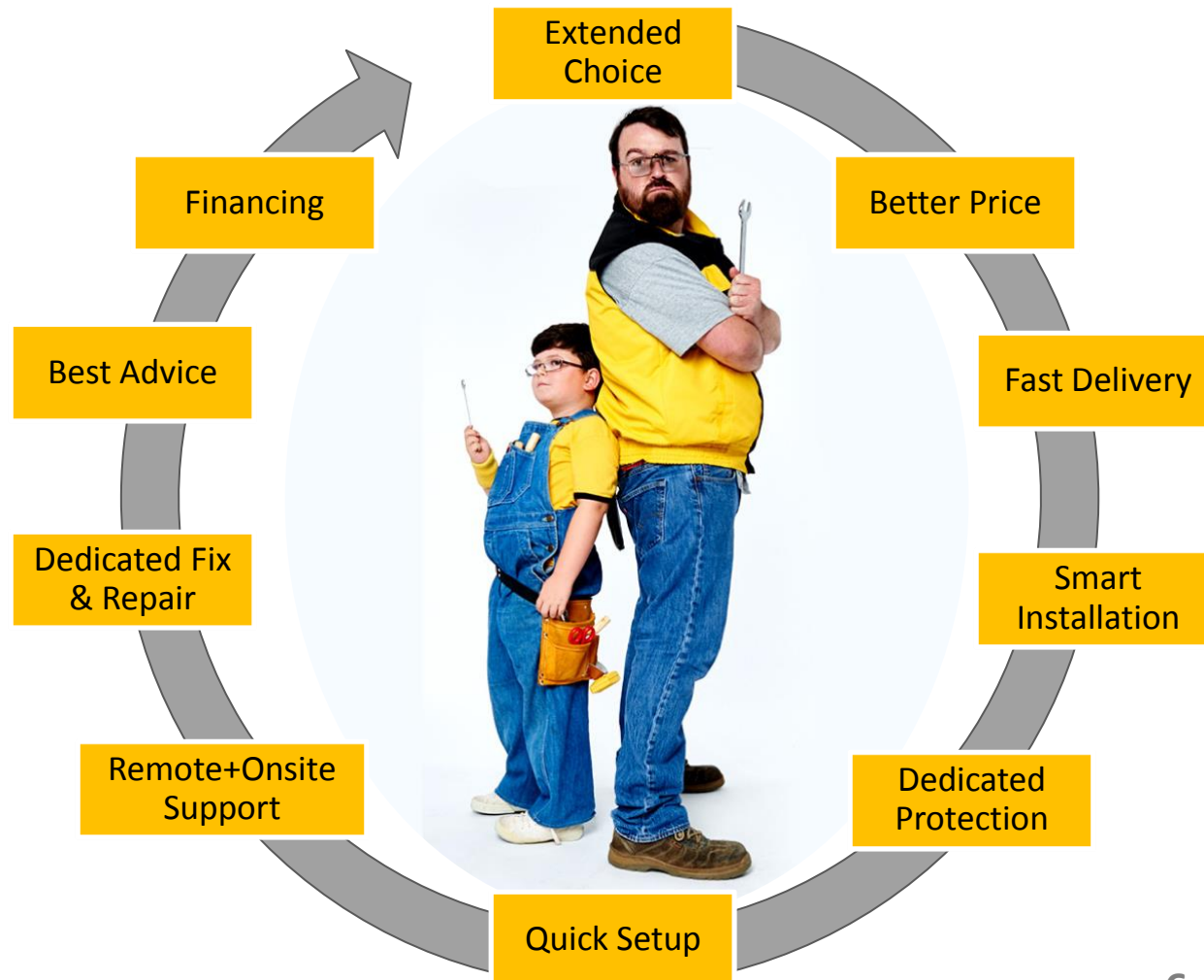
(3) ePRICE Home Service



# ePRICE: FROM e-COMMERCE TO e-SERVICE

## OUR SERVICE-DRIVEN MISSION

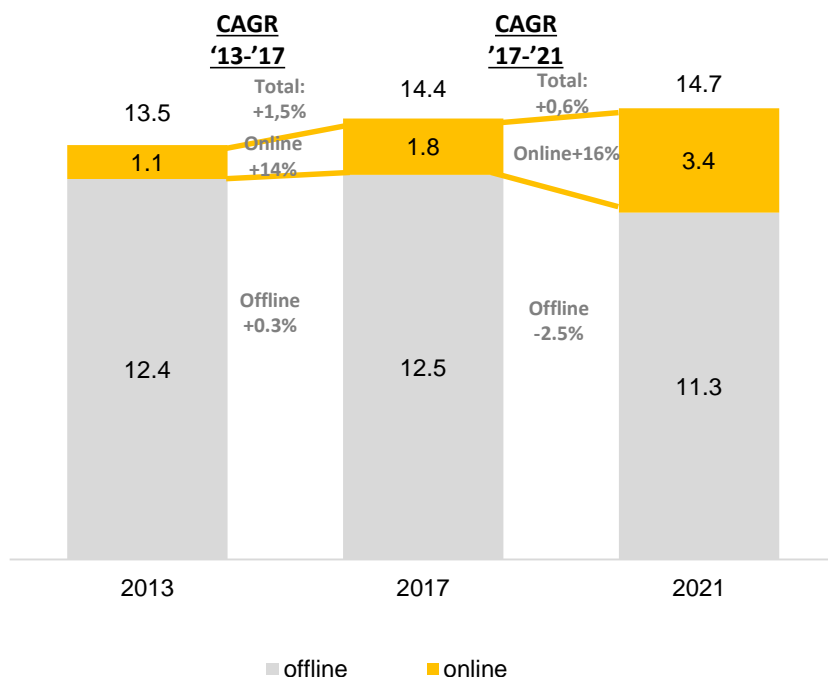
*“To serve the technological evolution of Italian households”*



# 14 €BN PER YEAR OF TECH PRODUCTS. TODAY 1.8 €BN ARE ONLINE, ALMOST DOUBLING IN 4 YEARS.

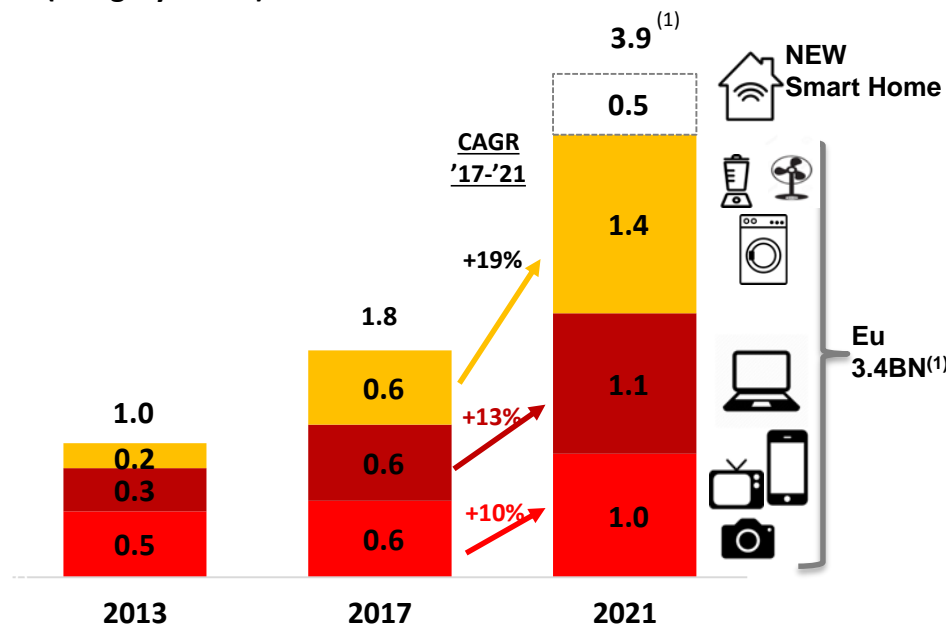
## HUGE OPPORTUNITY SHIFTING ONLINE

Tech & Appliances Retail in Italy B2C Sales  
(market Eu BN)



## APPLIANCES GROWING FASTER

Tech & Appliances Online Retail in Italy B2C Sales  
(category Eu BN)



(1) €3.4BN Market size for current Technology & Appliances perimeter. Smart Home additional market estimate (€0.5BN) included. Source: ePRICE re-elaboration on Forrester Research, GFK, other public sources and internal estimates, 2017.

(2) LFL growth 2017vs 2016. Restated for offline players' Click&Collect sales (from Q2 16 to Q1 17), market up c. +10% YoY. Source: ePRICE re-elaborations on GFK and internal estimates.

## 2017 H1 CORE Market TECH in Italy (% growth)

Traditional Tech&Appliances H1 17	Online Tech&Appliances H1 17 <sup>(2)</sup>	Tech&Appliances ePRICE GMV H1 17
-1.5%	c.+8.5%	+12.5%



# HOW CURRENT MARKET IS SHAPING COMPETITION

## Consumer Need

## Products

## Market Economics

## Go to Market

- Appliances&TV (family capex)
- Home delivery
- Trusted Installation & Protection Services



- Double digit growth H1 17 (+16% YoY)
- High ticket
- High GM
- Low frequency

**SALES &  
SERVICE  
STRATEGY**

**MARGIN ON GOODS  
MARGIN ON SERVICES**

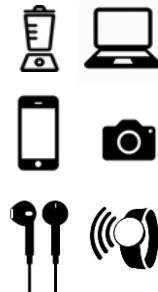
## Consumer Need

## Products

## Market Economics

## Go to Market

- Tech & Long Tail products
- Best Prices
- Quick & low cost delivery



- Single digit growth (except SDAs) H1 17 (+7% YoY)
- Low ticket
- Low GM
- High Frequency

**MARKETPLACE  
STRATEGY**

**COMMISSIONS**

# ePRICE STRATEGY

## SALES & SERVICE STRATEGY

*Unique  
positioning  
and higher  
GM*

### Core Sales & Services

Online Market Leader  
High Ticket  
Premium Services  
Best Price  
Pioneers in innovative delivery& last mile services  
Breadth and Depth of Catalogue  
Broad Network of Delivery Points (Pick&Pay)



## MARKETPLACE STRATEGY

*Accelerating  
marketplace  
growth to  
improve  
profitability*

### Mass Market Product – Long Tail

Number 1 Italian 3P Marketplace  
Lower average ticket  
Mostly price driven  
Breadth and Depth of Catalogue thanks to 3P merchants  
Extended >400 delivery points network  
Broadest available range of payments method  
New automated fulfilment center



## **H1 17 RESULTS**

# ePRICE: HIGHLIGHTS OF H1 17

1

**Overperformed market slowdown:** 6M 17 online Tech&Appliances market growth +8.5% YoY ( $\Delta$  -7ppt vs H1 16 growth) and vs. +16-18% estimate at beginning of 2017<sup>(1)</sup>

2

**Solid Double Digit Growth in 4M of H1 17**, offset by weak February (due to SAP planned rollout) and April (Easter+ extended bank holidays)

3

**Solid Double Digit Growth on Family Capex (MDA+TV Segment)**, outperforming reference market

4

**3P Marketplace and Warranties Sales Boost:** Marketplace GMV up 55% YoY in H1 17 (>1.4X weight on Total GMV vs H1 16); warranties up +76% vs. H1 2016. +200% # Deliveries “Home Service” based

5

**Negative impact on Gross Margin** due to higher than expected push on promotions and free shipping, following February low promotional activities + mobile traffic gaining share (lower conversion rate)

6

**S&M costs increased by 40% YoY**, also impacted by ADV TV Campaign (Eu 0.7 mn) not present in H1 2016. Increase net of TV Campaign: +23% YoY

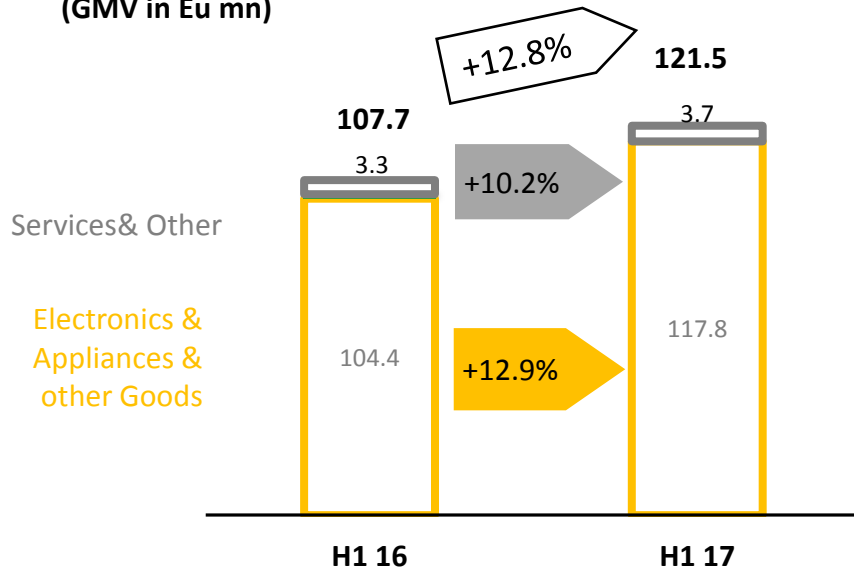
7

**Improved Working Capital in Q2** progressively reducing high level of stock

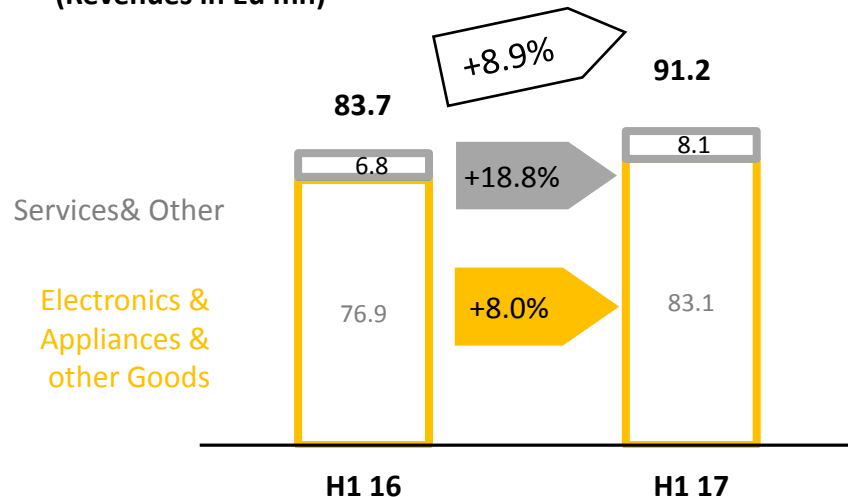
(1) Internal estimates based on GFK+Forrester forecast data. Data about June still under review.

# H1 17 GMV & REVENUES <sup>(1)</sup> <sup>(2)</sup>

(GMV in Eu mn)



(Revenues in Eu mn)



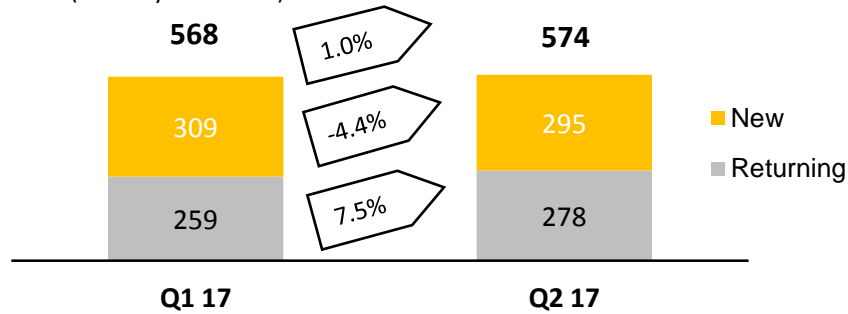
## H1 17 Highlights

- **Solid Double Digit Growth** in 4 out of 6 months in H1, offset by weak February due to SAP planned rollout and April (Easter + extended bank holidays)
- **MDA**: reinforced leadership with strong double digit growth on sales of products and related services
- **TV**: strong market share growth on TV sales
- **Warranties**: up 76% YoY in H1
- **Marketplace**: over 1.4x 3P marketplace weight on GMV in Q2, up 55% YoY in H1
- **Services & Other**: very good performance in ADV&Infocommerce and B2B revenues (as seen in Services and Other Revenues, but not incl. in GMV)
- **Promotions**: increased weight of freeshipping campaigns affected Q2

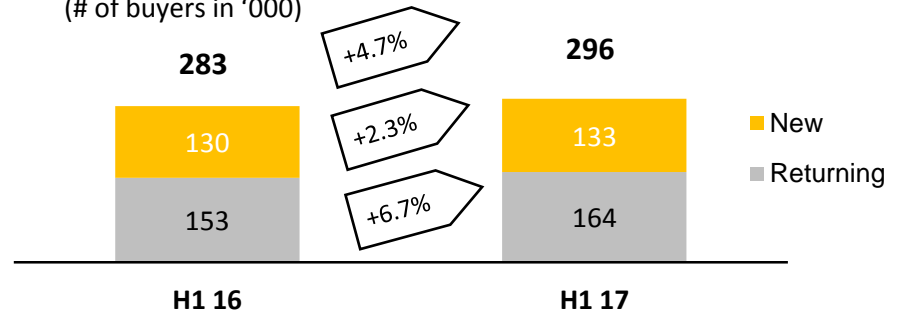
- (1) **Gross Merchandise Volume** includes revenues from products, shipping and 3P marketplace sales, net of returns and VAT included. **Revenue from services** includes deliveries, warranties, B2B, ADV&Infocommerce and other revenues. GMV from services does not include B2B, ADV&Infocommerce.
- (2) **Services&other** have been restated and now include warranties.

# H1 17: CUSTOMER KPIs DRIVE GROWTH

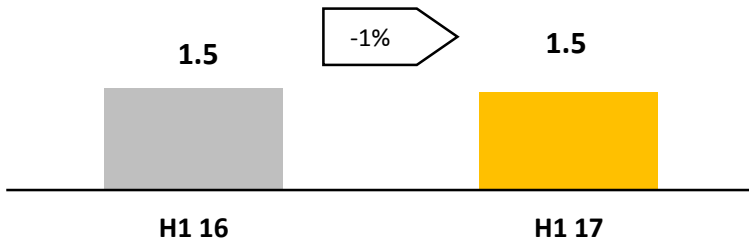
Buyers Q2 TTM<sup>(1)</sup>  
(# of buyers in '000)



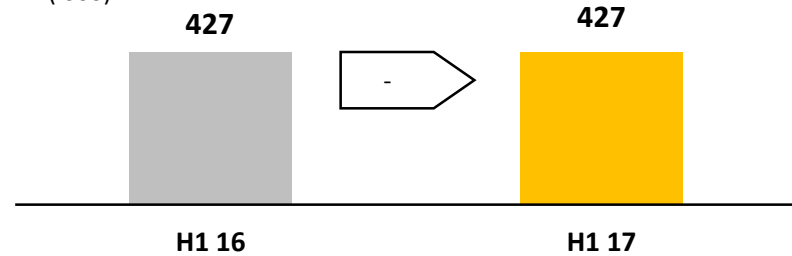
Buyers H1 17<sup>(1)</sup>  
(# of buyers in '000)



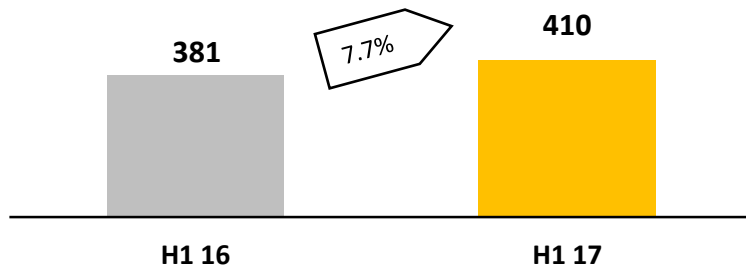
# Items/order



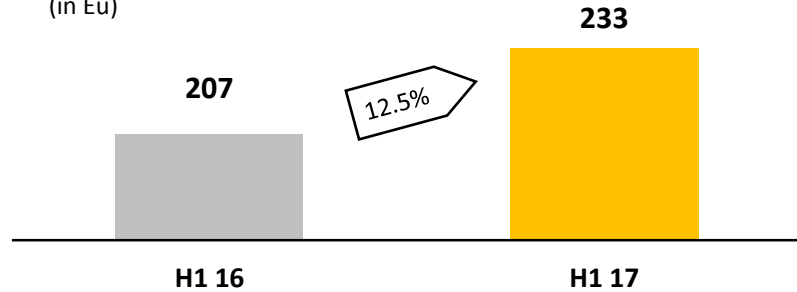
Number of Orders H1 17<sup>(1)</sup>  
( '000)



Average Spending per Buyer H1 17<sup>(2)</sup>  
(in Eu)



Average Order Value<sup>(1)</sup>  
(in Eu)



(1) TTM= Trailing Twelve Months. 3P Marketplace Included.


(2) Spending per Buyer is calculated on revenue from products, deliveries and revenue from 3P marketplace, net of returns and VAT included

# MARKETING EMPOWERMENT WITH NEW USER GENERATED CONTENT AND NEW TV COMMERCIALS FLIGHT IN Q2

## CONSUMER REVIEWS NOW ACTIVE ACROSS FULL PRODUCT RANGE

SAMSUNG TV LED Full HD 22" UE22K5000

★★★★★ 4.1 (15)



€ 149,99 solo per **7h 16m 52s**  
Risparmi il 20% rispetto al prezzo originale

**PROMO**

- Ritiro gratis Pick&Pay e Locker dipendenti Banzai
- Ritiro gratis Pick&Pay
- Sconto 5% dipendenti Banzai
- Ritiro gratis Locker

Pochi pezzi! Ordina adesso per riceverlo **domani**

35 offerte a partire da € 144,00

Riepilogo valutazioni  
Seleziona una riga qui sotto per filtrare le recensioni.

5 ★ 7  
4 ★ 5  
3 ★ 1  
2 ★ 2  
1 ★ 0

Valutazioni medie clienti

Valutazione	Media
Generale	★★★★★ 4.1
Aspetto	★★★★ 4.3
Facilità d'uso	★★★★ 4.3
Video	★★★★ 4.4
Qualità audio	★★★★ 3.7
Rapporto qualità-prezzo	★★★★ 4.1

1-8 di 15 recensioni

★★★★★ franco · 25 giorni fa  
ottime funzionalità, menù esteso, versatile

Io ho comprato come secondo televisore, più piccolo: luminoso e dettagliato e con un buon suono, ho tuttavia dovuto far ricorso al menu per ottenere i colori ed il dettaglio che mi aspettavo, e che infine ho ottenuto. Non è chiaramente una smart tv, ma aggiungendovi un Chromecast della Google come economico accessorio posso ora vedere anche youtube e film/foto del pc e del cellulare via internet.

SI. Consiglio questo prodotto.

Utile? SI 0 No 1 Segnala

★★★★★ Dave · 3 giorni fa  
Ottimo schermo - menu Samsung pessimo

Buonissima qualità dello schermo. Luminoso e ricco di dettagli. Pessimo il menu interno del software.

No. Non consiglio questo prodotto.

Aspetto

Facilità d'uso

Video

Qualità audio

Rapporto qualità-prezzo

## GOALS ACHIEVED WITH REVIEWS AND TV CAMPAIGN

**+10%**

YoY traffic,  
+48% YoY Mobile

**89%**

clients recommending  
products they bought

**10%**

Saving on Cost per Visit

**+5 p.p.**

Weekly Share of Voice  
since Q4 '16

## ON AIR IN Q2...



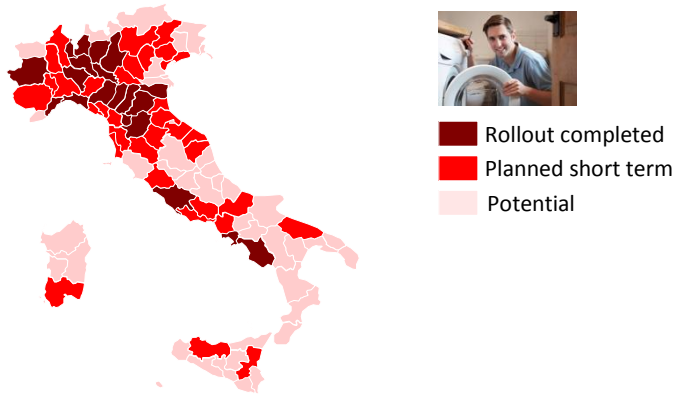
Excellent in Service...



...unbeatable on Price

# ePRICE CUSTOMER CENTRIC PLATFORM: DEDICATED LOGISTICS AND PROFESSIONAL NETWORKS TO DELIVER AND INSTALL MDAs & SMART HOME PRODUCTS

## A PROFESSIONAL NETWORK DESIGNED FOR SCALE & DIFFERENTIATION



Rollout completed  
Planned short term  
Potential

**WORK IN PROGRESS: NEW LOGISTIC CENTER READY TO HOST HIGHER VOLUMES (30K SQUARE METERS)**



- (1) WEEE: Waste Electrical & Electronic Equipment Directive (2012/19/EU).  
(2) Based on about 2.218 feedbacks

## THE PATH TOWARDS INNOVATION AND VALUE GENERATION

**+32%**

MDAs Shipped  
Vs. Q2 16

**+200%**

Deliveries Home  
Service Platform based

**c.70**

Home Service Net  
Promoter Score  
(P&P=81)

**8.600**

locker+P&P deliveries  
(+9%)

- **Pick & Pay Free Delivery:** Testing of permanent free shipping programs through # 133 P&P nationwide network
- **More Trucks & Vans:** additional #60 trucks to current directly controlled fleet (total now #90)
- **New Fulfilment Center (Truccazzano):** Automated logistics now started up
- **New Repair & Maintenance:** market test underway on repair and maintenance on out of warranty MDA



# ePRICE: MARKETPLACE UPDATE

## UNIQUE FEATURES OFFERED TO MERCHANTS



## IMPRESSIVE 3P MARKETPLACE PATTERN GROWTH IN H1 17

**#4.1M**

Marketplace Offers  
(+214% vs. Q2 16)  
2.3 offers per product

**#1,162**

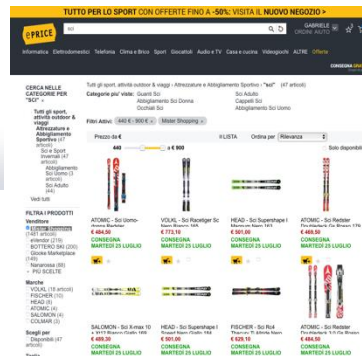
Sellers  
(2X vs. Q2 16)

**>14%**

average weight  
on GMV  
(+4 p.p. vs. Q1 17)

**+55%**

GMV YoY growth in H1



- **New Categories:** Sport Launched in June with 60.000 unique offers
- **Seller Growth:** >70 international sellers
- **Unique Offer Growth:** +200% Unique Offers YoY
- **Smartphone, PC and Consumables:** double digit growth YoY on ePRICE's 3P Marketplace

# H1 17 CONSOLIDATED P&L

Eu mn

Profit & Loss w/o VC	H1 2017 ACT	H1 2016 ACT	H1 YOY
<b>GMV</b>	121.5	107.7	12.8%
<b>Total Revenues</b>	<b>91.2</b>	<b>83.7</b>	<b>9.0%</b>
Cost of Revenues	-78.0	-71.2	9.6%
<b>Gross Profit</b>	<b>13.2</b>	<b>12.5</b>	<b>5.4%</b>
Gross Margin %	14.5%	15.0%	
Sales & Marketing	-6.2	-4.4	40.3%
Fullfilment	-9.2	-8.2	12.4%
IT	-0.8	-0.6	33.3%
G&A	-4.1	-3.9	4.4%
<b>EBITDA ADJUSTED</b>	<b>-7.1</b>	<b>-4.6</b>	<b>54.3%</b>
Ebitda Adjusted %	-7.7%	-5.5%	
Non recurring costs	-0.7	-0.3	146.2%
<b>EBITDA</b>	<b>-7.7</b>	<b>-4.8</b>	<b>59.5%</b>
Ebitda %	-8.5%	-5.8%	
<b>EBIT</b>	<b>-10.7</b>	<b>-6.6</b>	<b>62.8%</b>
Ebit %	-11.8%	-7.9%	
<b>EBT from continuing operations</b>	<b>-11.0</b>	<b>-7.1</b>	<b>56.2%</b>
Ebt %	-12.1%	-8.4%	
EBT from discontinued activities	0.7	15.5	
<b>Net result</b>	<b>-10.3</b>	<b>8.5</b>	<b>-221.8%</b>
	-11.3%	10.1%	

## Gross Margin

- GM decreased by 50 bps vs. H1 16 mainly due to competitive pressure and increased promotional activity, mostly in Q2 17.

## Marketing

- H1 17 marketing expenses ( ADV + FS and Incentive included in G.M.) at 7.3% weight on revenue vs. 6.8% in H1 16.
- ADV (excluding TV campaign) increased 16% YoY.

## IT + G&A

- IT costs increased vs H1 16 due to SAP& IT platforms maintenance costs.
- G&A increased 4.4% YOY, lower than revenue growth.

## Non recurring items

- Non recurring items in H1 17 include Eu 0.4 mn related to extra logistics costs due to SAP introduction and Eu 0.3 mn related to Stock options

## D&A

- Depreciation increased 77% YoY due to SAP roll-out

## Discontinued Activities

- Positive impact of Eu 0.7mn from discontinued in H1 17, thanks to Mondadori earn -out

# H1 17 CASH FLOW

Eu mn

Cash flow	H1 2017 ACT	H1 2016 ACT	Var %
<b>Cash flow from operations</b>	<b>-15.9</b>	<b>-10.5</b>	51%
CF from operations from discontinued activities	0.0	-2.1	-100%
Net capex	-6.6	-4.0	65%
Acquisitions & Disposals	-1.4	-0.9	56%
<b>Cash flow from investing activities</b>	<b>-8.0</b>	<b>-4.9</b>	63%
CF from investing from discontinued activities	1.2	31.2	
Change in net equity	1.0	0.0	
Dividend paid	-5.2		
Treasury stock	-0.3	-0.5	
Change in financial credit (credit card)	-0.3	-0.3	
Change in bank debt	3.4	-1.4	143%
<b>Cash flow from financing activities</b>	<b>-1.4</b>	<b>-2.2</b>	-36%
<b>CASH FLOW</b>	<b>-24.1</b>	<b>11.5</b>	-310%
<b>Cash position at the beginning of semester</b>	<b>54.7</b>	<b>33.5</b>	
<b>Cash position at the end of semester</b>	<b>30.6</b>	<b>45.0</b>	

- Negative impact on WC mainly due to seasonality on supplier payments (reversal of positive effect seen in Q4 16, i.e. December purchases paid in January 17), partially compensated in Q2 by lower inventory level vs Q1 peak (about Eu 2 mn)
- Capex increased YoY due to new FF Center (c. Eu 3mn) and SAP
- c. Eu 1.4 mn cash-out related to M&A and Eu 5.5 mn related to dividend paid and treasury shares
- c. Eu 1.0 mn cash-in thanks to Warrant conversion
- Eu 4 mn M/T loan financing for new FF Center (Eu 0.6 mn reimbursed in Q2 2017)

# H1 17 BALANCE SHEET

*Eu mn*

Balance Sheet	FY 2016	Q1 2017	H1 2017
Property, plant and equipment	3.0	3.8	6.7
Goodwill	14.3	14.3	14.3
Intangible assets	12.6	13.8	14.0
Financial assets	4.0	4.1	5.0
<b>TOTAL ASSETS</b>	<b>33.9</b>	<b>36.0</b>	<b>40.0</b>
<b>NWC</b>	<b>(4.4)</b>	<b>5.0</b>	<b>2.3</b>
Deferred tax assets	9.7	9.7	9.7
Provisions	(2.1)	(2.0)	(2.1)
Other non current debts	(0.4)	(0.4)	(0.4)
<b>Net Invested Capital</b>	<b>36.7</b>	<b>48.3</b>	<b>49.5</b>
<b>Net Equity</b>	<b>92.9</b>	<b>89.0</b>	<b>78.4</b>
<b>Net Financial Position</b>	<b>(56.2)</b>	<b>(40.7)</b>	<b>(28.9)</b>
<b>Total Sources</b>	<b>36.7</b>	<b>48.3</b>	<b>49.5</b>

# H1/Q2 17 TAKEAWAYS

Overall slower than expected H1 due to market performance, but solid double digit growth on Core Revenues related to “Family Capex” (MDA, TV, A/C, etc)

Confirmed stronger GMV<sup>(1)</sup> growth vs. weaker than expected reference market

Innovation in progress: testing permanent free shipping programs at Pick&Pay and opening new cat on marketplace

Last mile services & warranties growing as expected with increasing attach rate

Continue to build brand equity on TV and enrich contents with consumer reviews on website

Ready to take advantage of brand new 30K sqm fulfilment center in Truccazzano by Q4&Christmas season

Following H1 17 results below expectations due to slower market and intense promotional activity, **ePRICE steps up its focus on service-driven products, with the goal of improving profit margins and Q4 17 EBITDA with respect to Q4 16**

# STRATEGIC GUIDELINES RECAP: OUR BUSINESS GOALS, LOOKING FORWARD

	STRATEGIC GUIDELINE	TARGET 2021 METRICS
1	LEAD e-COMMERCE DEVELOPMENT BY PUSHING MDAs & OTHER SERVICE-CENTRIC HOME PRODUCTS	>30% MDAs online market share, +1ppt per year
2	EXPAND CATEGORY RANGE THROUGH 3P MARKETPLACE TO ADD REVENUES AND MARGIN (E.G. SPORTS EQUIPMENT, HOME IMPROVEMENT, GARDENING, PARTS)	>30% GMV <i>Possibly earlier</i> from 3P merchants
3	BUILD A CUSTOMER CENTRIC SERVICE PLATFORM WITH TOTAL QUALITY IN MIND: PICK&PAY, INSTALLATION, SETUP, PROTECT, SUPPORT & REPAIR	> 10% GMV from services
4	ESTABLISH A RECOGNIZED BRAND BY ITALIAN HOUSEHOLDS, BUILT AROUND SOLID, CONSISTENT VALUES	>30% unsolicited brand awareness
5	CAPTURE STRATEGIC AND TACTICAL OPPORTUNITIES THROUGH M&A AND SMART ACQUI-HIRING	Accelerate plan progress

**ePRICE  
PEER GROUP**

# ePRICE PEERS – PERFORMANCE

## (PRICES AS OF 10/06/17)

**Peer Group - Absolute Performances** Multiple Entities Report (Local Currency) as of 10/06/17

Stock	Price	Mkt cap	Ccy	3M	6M	1Y
ePRICE (BANZAI)	3.1	126	EU	-18.1%	-31.5%	9.1%
AO World Plc	1.1	521	GBP	-4.2%	-16.1%	-34.7%
Verkkokauppa.com Oy	8.0	361	EU	-2.3%	7.7%	17.3%
ASOS plc	60.3	5,027	GBP	7.1%	10.4%	19.6%
Zalando SE	43.7	10,803	EU	10.4%	10.4%	14.0%
YOOX Net APorter S.p.A.	32.9	2,995	Eu	26.6%	50.3%	16.2%
boohoo.com Plc	2.0	2,273	GBP	-11.6%	15.8%	64.0%
SRP Groupe SA	17.8	608	EU	-20.9%	-23.6%	-10.6%
MySale Group plc	1.2	180	GBP	2.4%	7.7%	30.4%
<b>FTSE Italy</b>	<b>141</b>	<b>331,056</b>		<b>5.3%</b>	<b>9.6%</b>	<b>33.3%</b>
<b>FTSE Italia Star</b>	<b>37,902</b>	<b>21,097</b>		<b>12.9%</b>	<b>13.6%</b>	<b>49.8%</b>
Bechtle AG	64.7	2,718	EU	16.0%	28.0%	26.3%
Groupe LDLC SA	25.0	158	EU	-9.4%	-17.7%	-31.3%
zooplus AG	134.5	959	EU	-23.6%	-0.8%	5.0%
Shop Apotheke Europe NV	50.8	461	EU	30.1%	88.1%	
Groupe LDLC SA	25.0	158	EU	-9.4%	-17.7%	-31.3%
Solutions 30 SE	27.9	574	EU	22.9%	72.2%	113.3%
HomeServe plc	8.3	2,591	EU	14.8%	31.0%	36.5%



# ePRICE PEERS – VALUATION

## (PRICES AS OF 10/06/17)

### Peer Group - Multiple Comparison

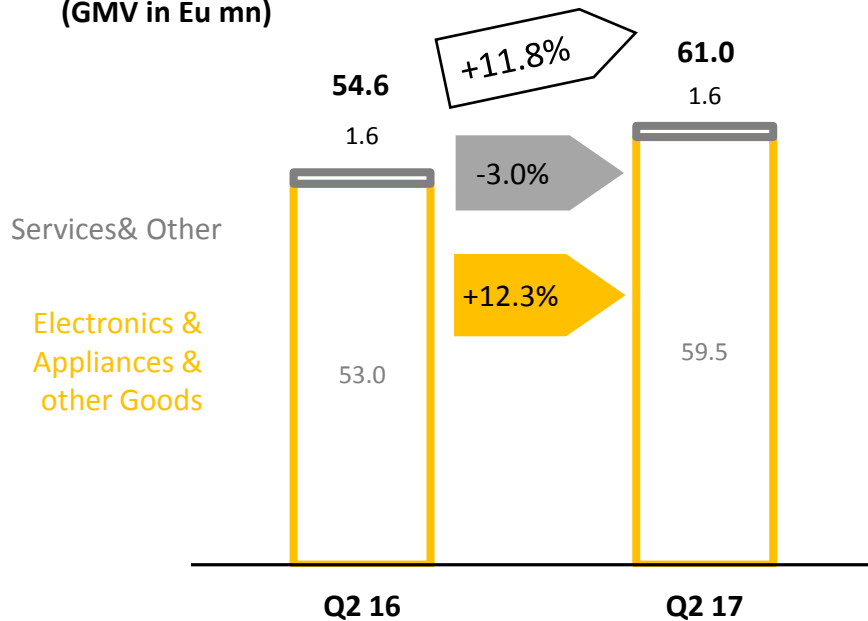
Multiple Entities Report (Local Currency) as of 10/06/17

Stock	Price	Mkt cap	Ccy	EV/Sales 2016	EV/Sales 2017	EV/Sales 2018	EV/Ebitda 2016	EV/Ebitda 2017	EV/Ebitda 2018
ePRICE (BANZAI)	3.1	126	EU	0.4	0.4	0.4	n.m.	n.m.	n.m.
AO World Plc	1.1	521	GBP	0.7	0.6	0.5	n.m.	417.2	46.7
Verkkokauppa.com Oy	8.0	361	EU	0.9	0.8	0.7	23.7	25.7	17.9
ASOS plc	60.3	5,027	GBP	3.3	2.5	2.0	50.9	38.6	28.9
Zalando SE	43.7	10,803	EU	2.7	2.2	1.8	37.6	34.0	26.1
YOOX Net APorter S.p.A.	32.9	2,995	Eu	2.3	2.1	1.8	30.5	25.8	19.2
boohoo.com Plc	2.0	2,273	GBP	7.5	4.0	3.0	61.8	42.1	30.0
SRP Groupe SA	17.8	608	EU	1.0	0.8	0.6	18.3	15.2	9.9
MySale Group plc	1.2	180	GBP	1.1	1.1	0.9	52.8	35.3	24.8
<b>E-Commerce Average</b>				<b>3.0</b>	<b>2.1</b>	<b>1.7</b>	<b>36.6</b>	<b>65.2</b>	<b>33.5</b>
<b>E-Commerce Median</b>				<b>1.7</b>	<b>1.3</b>	<b>1.1</b>	<b>34.1</b>	<b>32.4</b>	<b>25.4</b>
Bechtle AG	64.7	2,718		0.9	0.8	0.7	15.4	13.5	12.0
Groupe LDLC SA	25.0	158		0.4	0.4	0.4	10.9	10.9	8.6
zooplus AG	134.5	959		1.0	0.8	0.7	47.6	79.8	43.9
Shop Apotheke Europe NV	50.8	461		2.4	1.5	0.8	n.m.	n.m.	585.6
Solutions 30 SE	27.9	574		3.1	2.3	1.7	34.4	25.1	18.7
HomeServe plc	8.3	2,591		3.7	3.2	2.9	18.6	16.5	14.6

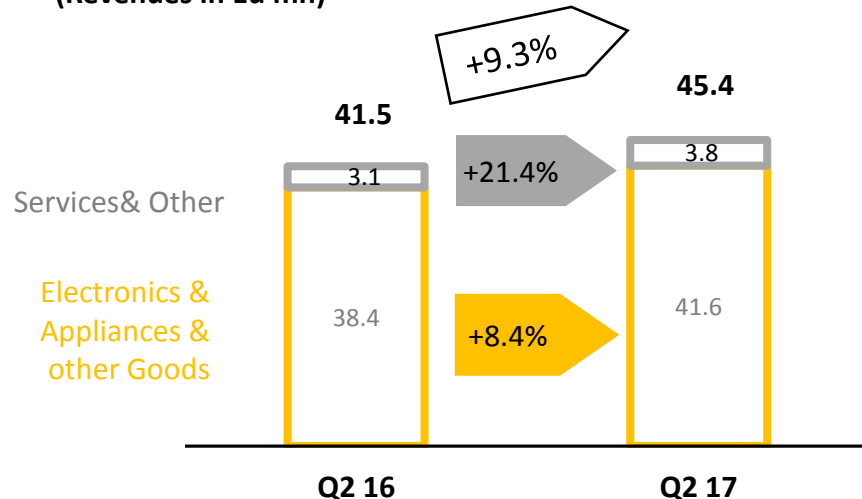
# APPENDIX

# Q2 17 GMV & REVENUES (1) (2)

(GMV in Eu mn)



(Revenues in Eu mn)



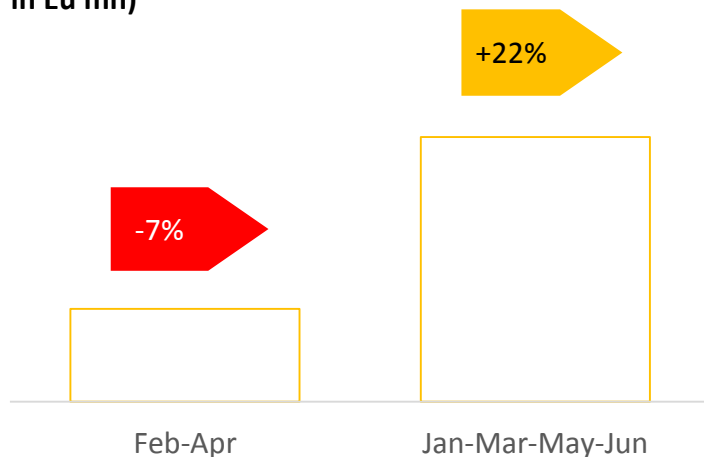
## Q2 17 Highlights

- **MDA:** reinforced leadership with strong double digit growth on sales of products and related services, strong performance in built-in, fridges and washing machines
- **AC:** +90% YoY in June driven also by positive seasonal effects
- **TV:** strong market share growth on TV in Q2
- **SDA:** competitive pressure on SDAs stays high as experienced in Q1
- **Marketplace:** over 1.4x 3P marketplace weight on GMV vs 2016
- **Services & Other:** very good performance in ADV&Infocommerce and B2B revenues (booked as “Services and Other” Revenues, but not incl. in “Services and Other” GMV)
- **Promotions:** increasing freeshipping campaigns affected the GMV/revenues from “delivery” (booked as “Services & Other”). Net of this effect, “Services & Other” GMV up mid-single digit

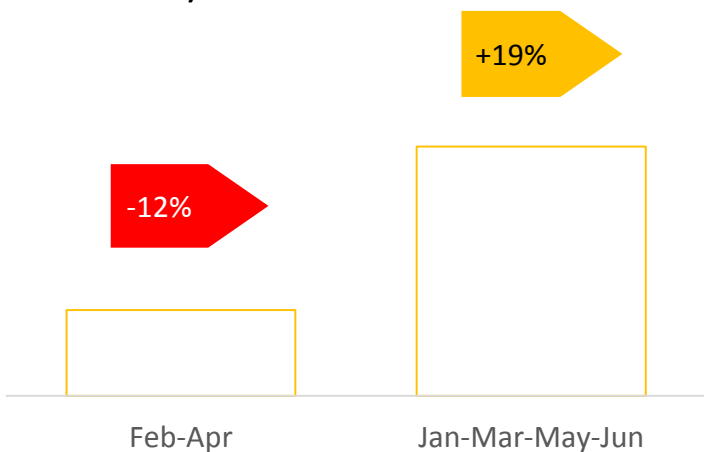
- (1) **Gross Merchandise Volume** includes revenues from products, shipping and 3P marketplace sales, net of returns and VAT included. **Revenue from services** includes deliveries, warranties, B2B, ADV&Infocommerce and other revenues. GMV from services does not include B2B, ADV&Infocommerce.
- (2) **Services&other** have been restated and now include warranties.

# H1 17 GMV & REVENUES SPLIT BY MONTH

(GMV in Eu mn)



(Revenues in Eu mn)

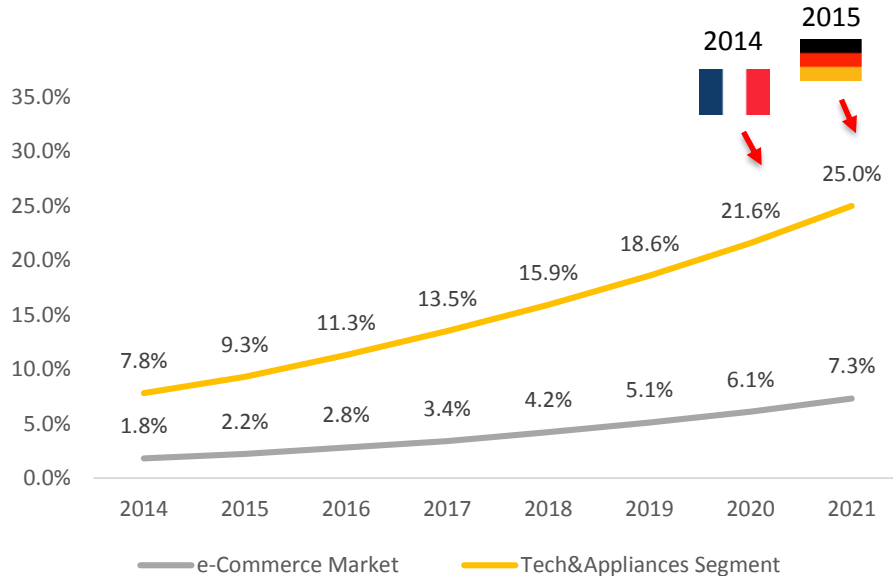


## H1 17 Monthly Trend

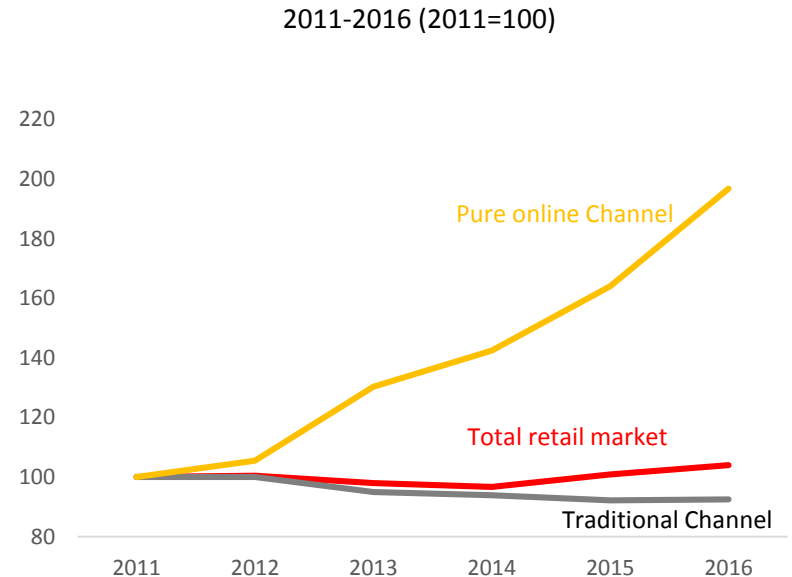
- Solid double digit growth net of February impacted by SAP roll-out and a weak April (Easter+extended Bank Holidays) thanks to:
    - **January:** sustained by long tail of Christmas campaign
    - **March:** resuming promotional activity after SAP planned roll-out + positive calendar (#d)
    - **May:** Resuming ePRICE Commercials on TV
    - **June:** “Best Price Guaranteed” promise in new commercials created further sales acceleration with strong performances on seasonal 1P sales of A/C segment (c. +90% YoY)
- (1) **Gross Merchandise Volume** includes revenues from products, shipping and 3P marketplace sales, net of returns and VAT included. **Revenue from services** includes transports, warranties, B2B, ADV&Infocommerce and other revenues. GMV from services does not include B2B, ADV&Infocommerce.
- (2) **Services&other** have been restated and now include warranties.

# REAL GROWTH HAPPENING IN THE PURE ONLINE MARKET

## ONLINE TECH&APPLIANCES PENETRATION ON TOTAL RETAIL IN ITALY



## TECH & APPLIANCES MARKET GROWTH BY CHANNEL



### Unlocking Italy's growth potential

- Collapse of traditional retailers
- Increasing mobile access
- Increased online payment penetration

### 2016 Italian retail Market value

	Eu bn
Italian Retail Market value	240
Italian Online Total Retail Market value	10
ePRICE Addressable Retail Market value	14.5
Online Tech&Appliances Market Retail	1.7
<b>Pure online Players Tech&amp;Appliances Market</b>	<b>c. 1.0</b>

# MAIN SHAREHOLDERS

The share capital of ePRICE S.p.A. is equal to Euro 826,297 composed by n. 41,314,850 ordinary shares without par-value.

RELEVANT SHAREHOLDERS	NUMBER OF SHARES	% SHARE CAPITAL
<b>Paolo Ainio<sup>1</sup></b>	<b>9,447,615</b>	<b>22.87%</b>
<b>Arepo BZ S.a.r.l.</b>	<b>8,613,850</b>	<b>20.85%</b>
<b>Pietro Boroli</b>	<b>2,138,997</b>	<b>5.18%</b>
<b>Treasury Shares</b>	<b>963,202</b>	<b>2.33%</b>

(1) of which 221.750 (0,54%) held trough PUPS S.r.l., 80% controlled by Paolo Ainio

There are no other shareholders, outside of those listed above, with a shareholding of more than 5% that have notified Consob and ePRICE S.p.A. according to art. 117 of Consob Regulation no. 11971/99 on notification requirements of major holdings.

# DEFINITIONS

- **GMV:** Gross Merchandise Volume, it includes revenue from products, deliveries and revenue from 3P marketplace, net of returns and VAT included. Infocommerce and Advertising and B2B revenues not included
- **Net Promoter Score:** is a management tool that can be used to gauge the loyalty of a firm's customer relationships
- **TTM GMV/Revenues:** Trailing/Last Twelve Months Results
- **Gross Margin:** since 30.9.2016 Gross Profit/Margin has been restated and is now net of delivery costs, booked under fulfilment
- **Fulfilment Transport Costs:** delivery costs (courier, premium)
- **Fulfilment Internal Costs:** all other fulfilment
- **G&A:** also includes costs previously booked as “holding”

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