H1 2018

RESULTS

CONF. CALL
AUGUST 2ND, 2018

ePRICE AT A GLANCE

"Serving the evolution of Italian households"

A unique online offer to cover customer needs…

Extended Choice

Better Price

Fast Delivery

Smart Installation

Dedicated Protection

Quick Setup

Remote+Onsite Support

Dedicated Fix & Repair

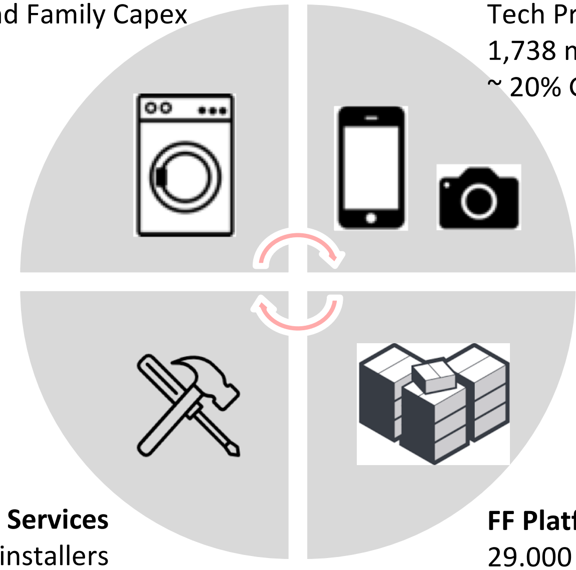
Best Advice

Financing

…powered by a complete e-Commerce platform

1P Core Sales
Online leadership on MDAs and Family Capex

3P Marketplace Sales
Competitive on Long Tail Tech Products
1,738 merchants
~ 20% GMV



Premium Services
~600 installers
Proprietary Service Platform
134 Pick&Pay &
290 automatic lockers

FF Platform
29.000 sqm FF Center
~ 1M boxes/year all over Italy

Q2&H1 HIGHLIGHTS

1 **Execution of 2018 Strategic Guidelines delivering results:** focus on margins and cost efficiency have led to € -0.4 MN Ebitda in Q2 vs. € –4.9 MN in Q2 17

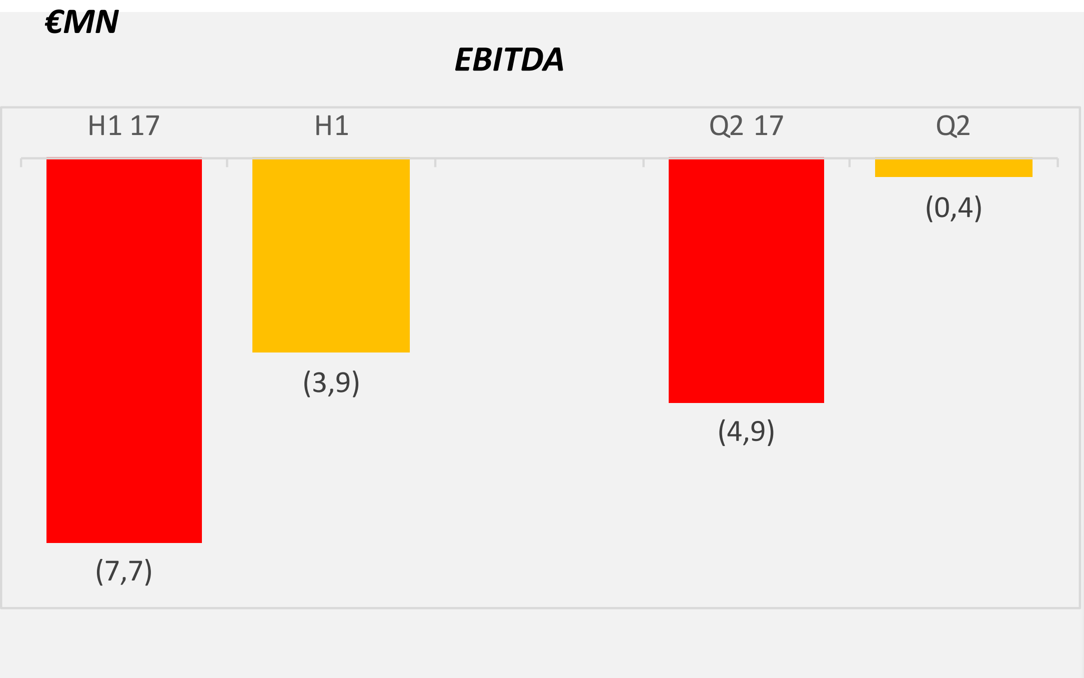
2 **Revenues decreased** due to the reduction **in sales with negative contribution,** but growth was preserved on **Major Domestic Appliances** and **3P Marketplace**

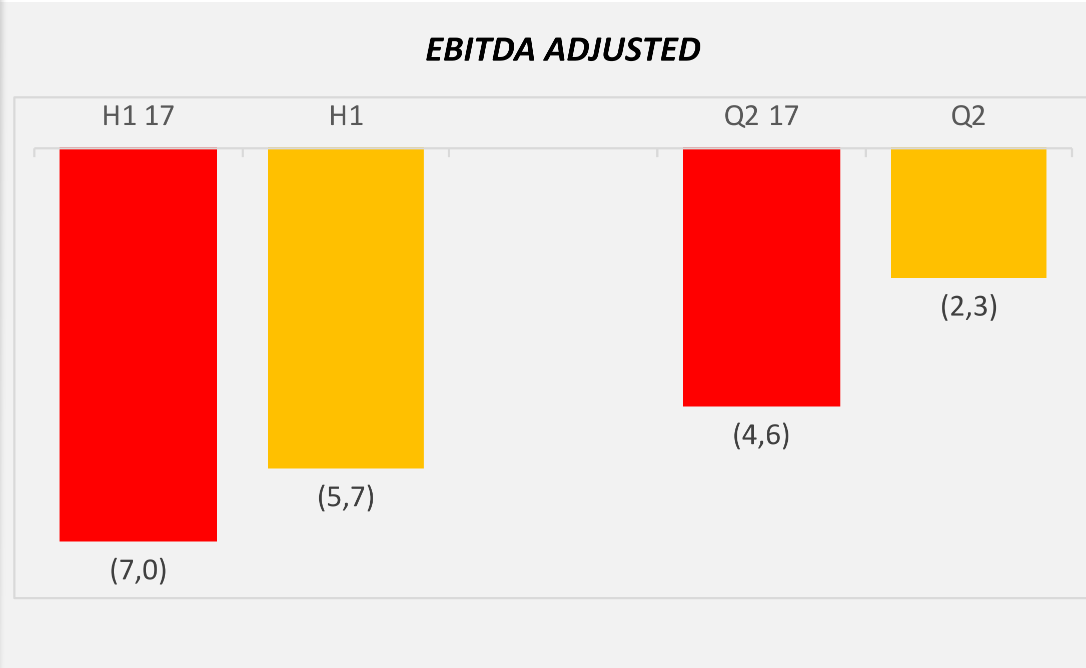
3 **Gross Margin** progressed faster than expected**: +180bps in H1, +340bps in Q2**. Already very close to FY Target.

4 **Operational efficiency uplift,** while far from full deployment, begins to be evident. **Fixed Cost Reduction** almost fully implemented.

5 **Cash consumption** (excl. dividend): -**33% in H1 and -78% in Q2 (**€ 14.8M vs. € 22.0 MN in H1, € 1.5M vs € 6.6 MN in Q2)

EARLY RESULTS OF EXECUTION: EBITDA LOSSES HALVED IN H1





- Ebitda losses halved in H1
- Q2 Ebitda almost at break-even: Eu -0.4M vs. -4.9M in Q2 17
- Showing remarkable acceleration on Q over Q basis
- Expecting further improvements in H2

FIXED COSTS EFFICIENCY: -25% ON PAYROLL, -26% ON G&A AND IT COSTS IN Q2

- Headcount optimization (-25 employees)
- Renegotiation of G&A contracts and consultants reduction

(1) Excluding R&D Tax credit contribution

ACCELERATING EXECUTION IN Q2: FOCUS

€MN, %

- **Key Actions on P&L**

	Q1	Q2	*DELTA*
Gross Margin	16.2%	16.7%	*50 bps*
Ebitda	(3.5)	(0.4)	*+3M*

- **Key Actions on Cash**

	Q1	Q2	*DELTA*
Cash consumpt.	(13.3)	(1.5)	*-11,8M*
NFP	8.0	6.5	*-1,5M*

- **Key actions on Costs**

	Q1	Q2	*DELTA*
G&A	(1.8)	(1.5)	*-29%* *
Payroll	(2.2)	(1.8)	*-19%*

- **Key Actions on Volumes**

	Q1	Q2	*DELTA*
Marketplace	25%	26%	=
MDAs	-1.8%	13%	*14,8%*

*= not including 0,8M tax credit contribution

UPDATE

Ongoing Key Actions at ePRICE

H1 focus | H2 focus

HR + G&A

Headcount Optimisation — 100% — ✓ OK

G&A efficiencies — 80% — ✓ +10% since Q1

Mgmt Compensation & non cash MBO — 100% — ✓ OK

GROSS MARGIN

Marketplace Empowerment — 60% — ✓ +30% since Q1

Vendor Relationship — 60% — ✓ +20% since Jan

Pricing Strategy — 40% — ✓ +10% since Q1

OPERATIONS

Fulfilment Efficiency — 35% — ✓ Slow

IT Organization Redesign — 80% — ✓ +10% since Jan

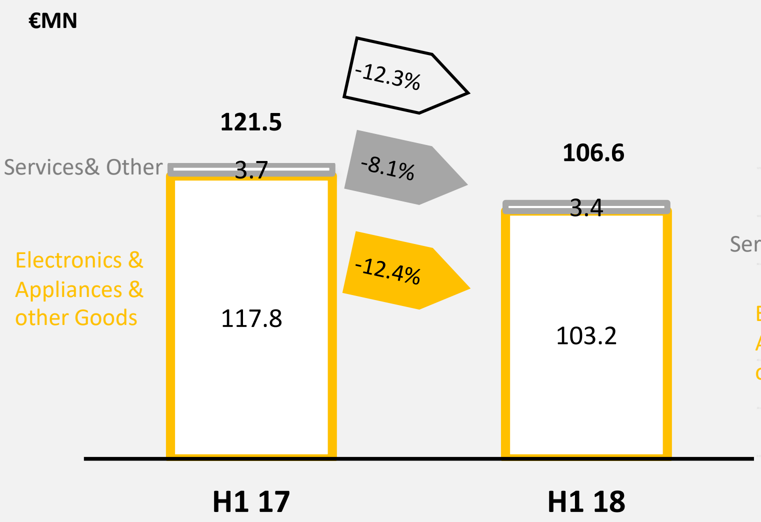
Damaged Goods & Returns Control — 35% — ✓ Slow

XX% *= Achieved progress as of July 2018*

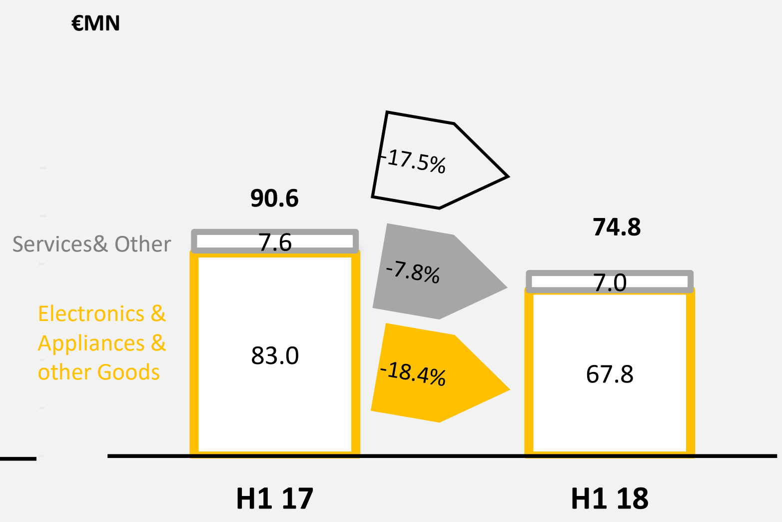
Planned actions worth up to 15-20% of 2017 cash costs
(in terms of savings + improved margin) or
up to c. 10 M€ in FY18, back-end loaded

H1 18 GMV & REVENUES (1) (2)

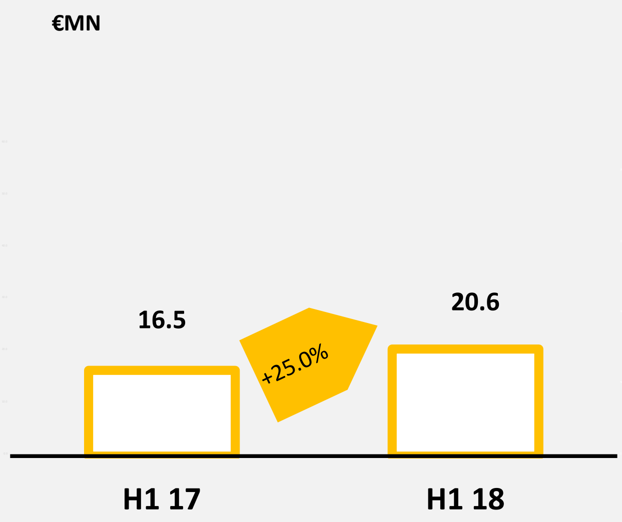
GMV (1)



REVENUES (2)



MARKETPLACE GMV (1)



Core, Service driven

- **MDA** – confirming stable market share, shift from offline to online market going on, our premium Home Service NPS stable above 70
- **TV** – Tough moment in Italian retail, ePRICE focused on margin recovery
- **CLIMA** – Weaker than expected results due to very different seasonality compared to 1 year ago

Marketplace – Double digit growth, with more sellers (+50% YoY), c. 20% weight on GMV vs.c. 13% one year ago and significant projects under development

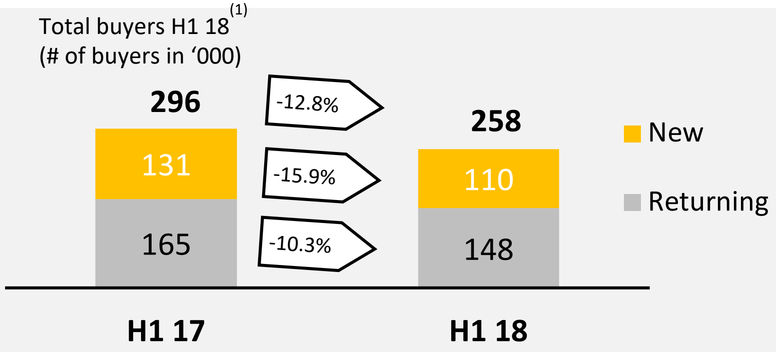
Long tail categories

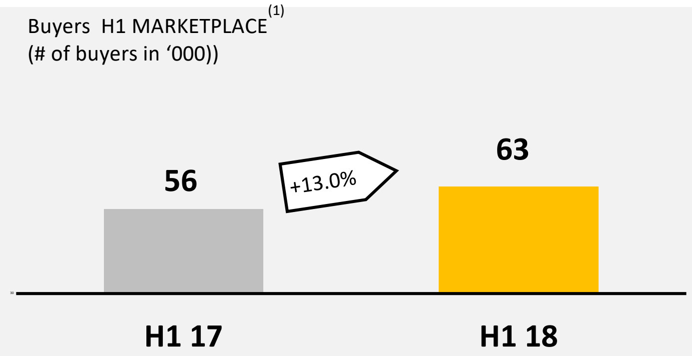
- **IT & Components** – Total volumes down but marketplace volumes +70%
- **Telco** – Marketplace focusing on acceleration (+30%)
- **SDA** – Still facing Amazon's strong pressure on the category

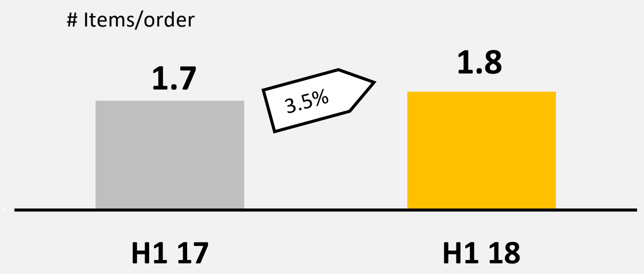
(1) **Gross Merchandise Volume** includes revenues from products, shipping and 3P marketplace sales, net of returns and VAT included. **(2) Revenue from services** includes deliveries, warranties, B2B, ADV&Infocommerce and other revenues. GMV from services does not include B2B, ADV&Infocommerce;. **Services&other**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

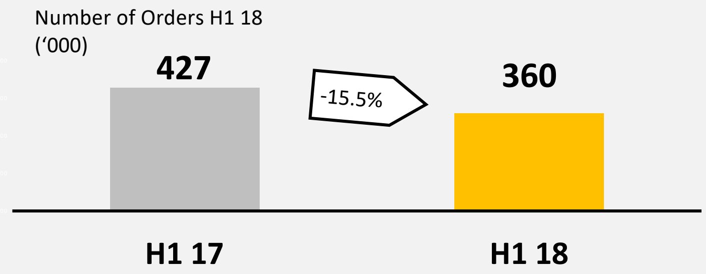
ePRICE

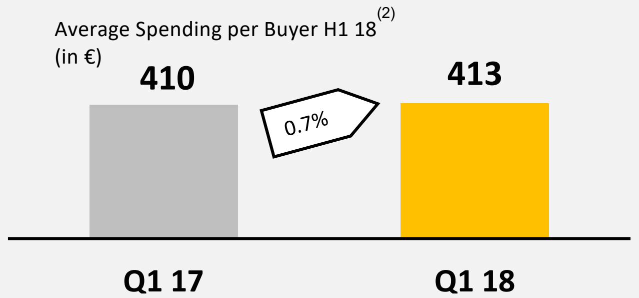
H1 18: CUSTOMER KPIS

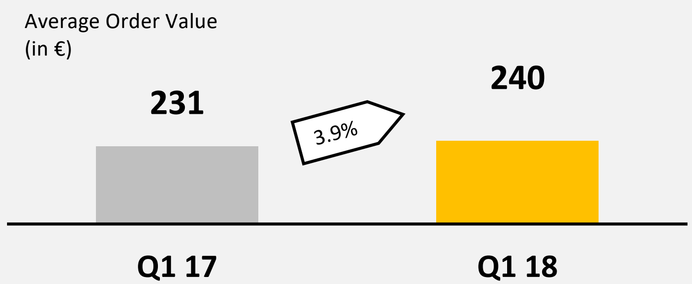








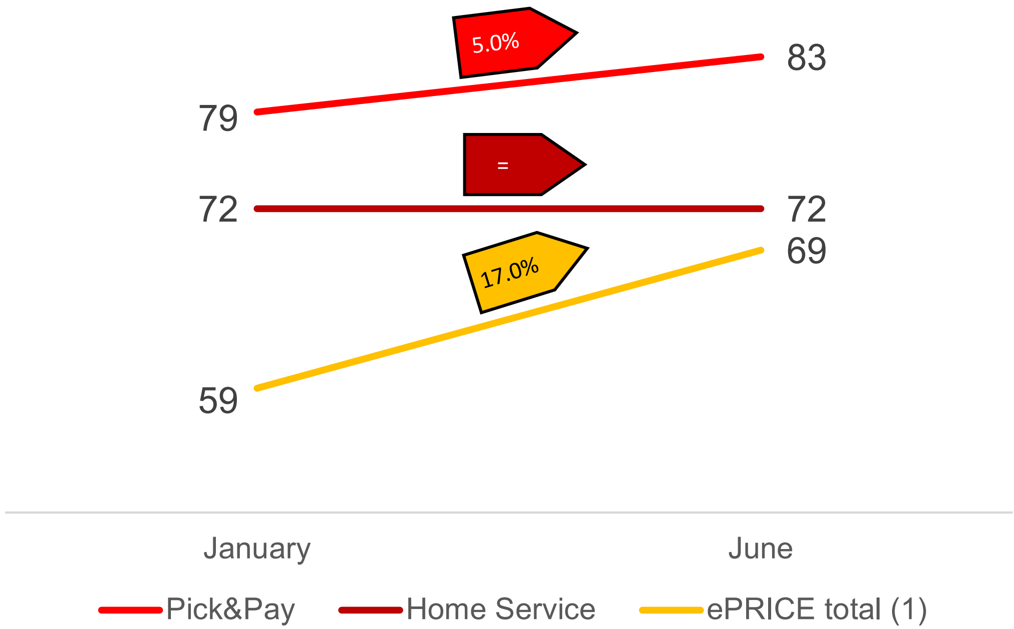




(1) Some of marketplace buyers possibly duplicated and in common with total ePRICE buyers, which are undpulicated
(2) Spending per Buyer is calculated on revenue from products, deliveries and revenue from 3P marketplacegiven, net of returns and VAT included

COSTS DOWN, CUSTOMER SATISFACTION UP

NET PROMOTER SCORE ePRICE, H1 2018



During H1 18, **ePRICE improved its Total NPS by 17%.** Streamlining processes for efficiency has also improved our level of technical and delivery services and while company costs are coming down, customer satisfaction is going up by 10 points in 6M.

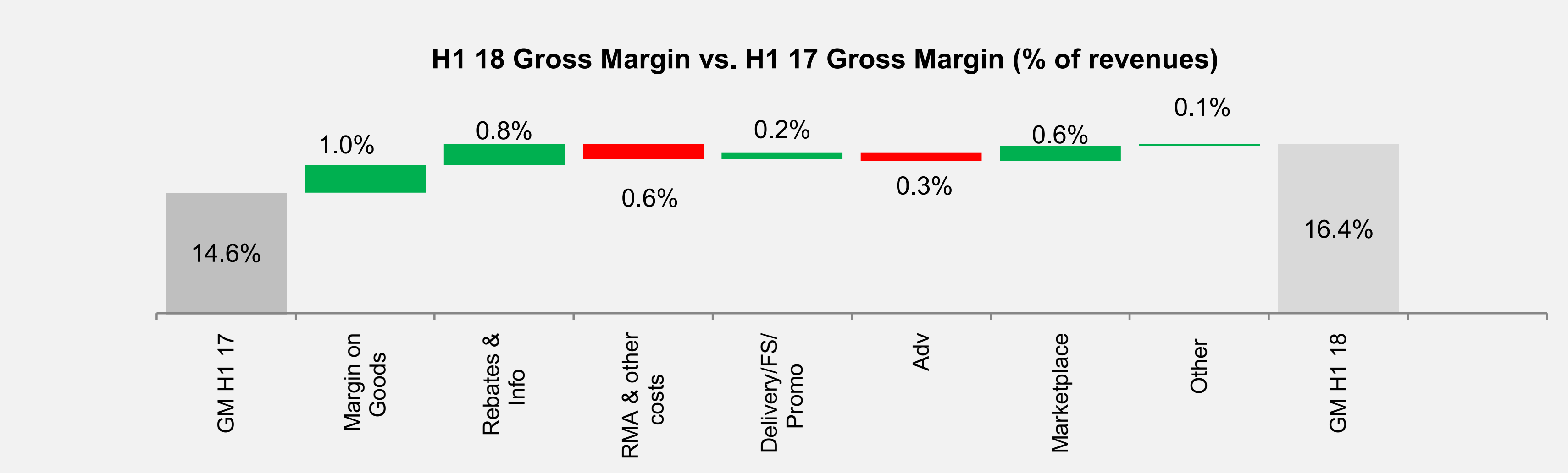
Pick&Pay Network is confirmed as a top satisfaction channel, growing by 3 points.

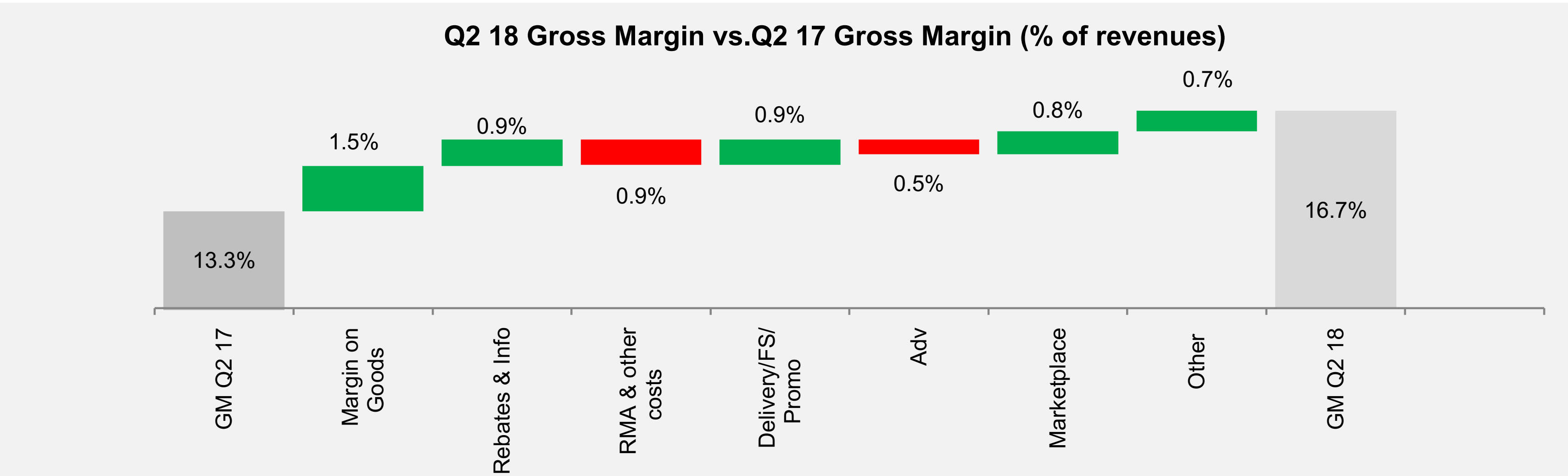
Home Services deliveries maintain a very high level of satisfaction.

The **Net Promoter Score** is an index ranging from -100 to 100 that measures the willingness of customers to recommend a company's products or services to others. It is used as a proxy for gauging the customer's overall satisfaction with a company's product or service and the customer's loyalty to the brand.

Survey only on ePRICE 1P Sales, no marketplace included
Survey made at 10/07/2018
(1) ePRICE Total NPS is made by the average weighted on the number of respondents

ePRICE GROSS MARGIN H1 & Q2





- *GM +180 bps YoY in H1, +340bps YoY in Q2*
- *Improvement due to reduced revenues with negative contribution, and increased marketplace contribution*
- *Damaged products impact still negative, to be improved in H2*
- *Negative impact from reduction of co-marketing TV Campaigns*

H1 18 CONSOLIDATED P&L

€MN

Profit & Loss	H1 2018	H1 2017	H1 YOY
Total Revenues	**74.8**	**90.7**	**-17.5%**
Cost of Revenues	-62.5	-77.5	-19.3%
Gross Profit	**12.3**	**13.2**	**-7.0%**
Gross Margin %	16.4%	14.6%	
Sales & Marketing	-5.9	-6.2	-6.1%
Fullfilment	-8.8	-9.2	-4.7%
IT	-0.9	-0.8	14.8%
G&A	-2.5	-4.1	-39.1%
EBITDA ADJUSTED	**-5.7**	**-7.0**	**-19.3%**
Ebitda Adjusted %	*-7.6%*	*-7.8%*	
Non recurring costs	1.7	-0.7	-356.0%
EBITDA	**-3.9**	**-7.7**	**-48.9%**
Ebitda %	*-5.3%*	*-8.5%*	
EBIT	**-8.4**	**-10.7**	**-22.0%**
Ebit %	*-11.2%*	*-11.8%*	
EBT from continuing operations	**-9.0**	**-11.0**	**-17.8%**
Ebt %	*-12.1%*	*-12.1%*	
EBT from discontinued activies	3.3	0.7	
Net result	**-5.8**	**-10.3**	**-44.2%**
	-7.7%	*-11.4%*	

Comments

Gross Margin

GM up by 180 bps vs. H1 17 mainly due to improvement on margin on goods, marketplace contribution, vendor rebates and info-commerce revenues (see chart GM waterfall)

S&M

S&M decreases 6% YoY mainly due to HR cost reduction. Advertising expenses for clients acquisition incidence on GMV increases by 0.3 points

G&A

G&A costs decrease 39% YoY due to HR and corporate cost reduction and to 0.8M€ tax credits contribution for R&D (-20% without tax credits)

Non recurring

Includes positive contribution of 2M€ related to the early termination of the logistics services contract with SRP (cashed in July)

EBIT

EBIT impacted by Y/Y 47% depreciation increase due to SAP and fulfilment center Investments

EBT from discontinued activities

3.3M€ including earn-out from Banzai Media Disposal and SRP carve out related to Saldiprivati disposal

ePRICE

Q2 18 CONSOLIDATED P&L

€MN

Profit & Loss	Q2 2018	Q2 2017	Q2 YOY
Total Revenues	**35.8**	**45.3**	**-21.0%**
Cost of Revenues	-29.8	-39.3	-24.1%
Gross Profit	**6.0**	**6.0**	**-0.6%**
Gross Margin %	16.7%	13.3%	
Sales & Marketing	-3.0	-3.6	-15.6%
Fullfilment	-4.0	-4.4	-7.3%
IT	-0.5	-0.5	-7.3%
G&A	-0.7	-2.1	-68.4%
EBITDA ADJUSTED	**-2.3**	**-4.6**	**-50.9%**
Ebitda Adjusted %	*-6.3%*	*-10.2%*	
Non recurring costs	1.8	-0.3	-776.3%
EBITDA	**-0.4**	**-4.9**	**-91.0%**
Ebitda %	*-1.2%*	*-10.8%*	
EBIT	**-2.9**	**-6.4**	**-55.1%**
Ebit %	*-8.1%*	*-14.2%*	
EBT from continuing operations	**-3.4**	**-6.5**	**-47.3%**
Ebt %	*-9.6%*	*-14.4%*	
EBT from discontinued activies	2.5	0.0	
Net result	**-0.9**	**-6.5**	**-85.7%**
	-2.6%	*-14.4%*	

Comments

Gross Margin

GM up by 340 bps vs. Q2 17 mainly due to improvement on margin on goods, marketplace contribution, vendor rebates and info-commerce revenues (see chart GM waterfall)

S&M

S&M decreases 16% YoY mainly due to HR cost reduction.

G&A

G&A costs decrease 68% YoY due to HR and corporate cost reduction and to 0.8M€ tax credits contribution for R&D (-29% without tax credits)

Non recurring

Includes positive contribution of 2M€ related to the termination of the logistics services contract with SRP

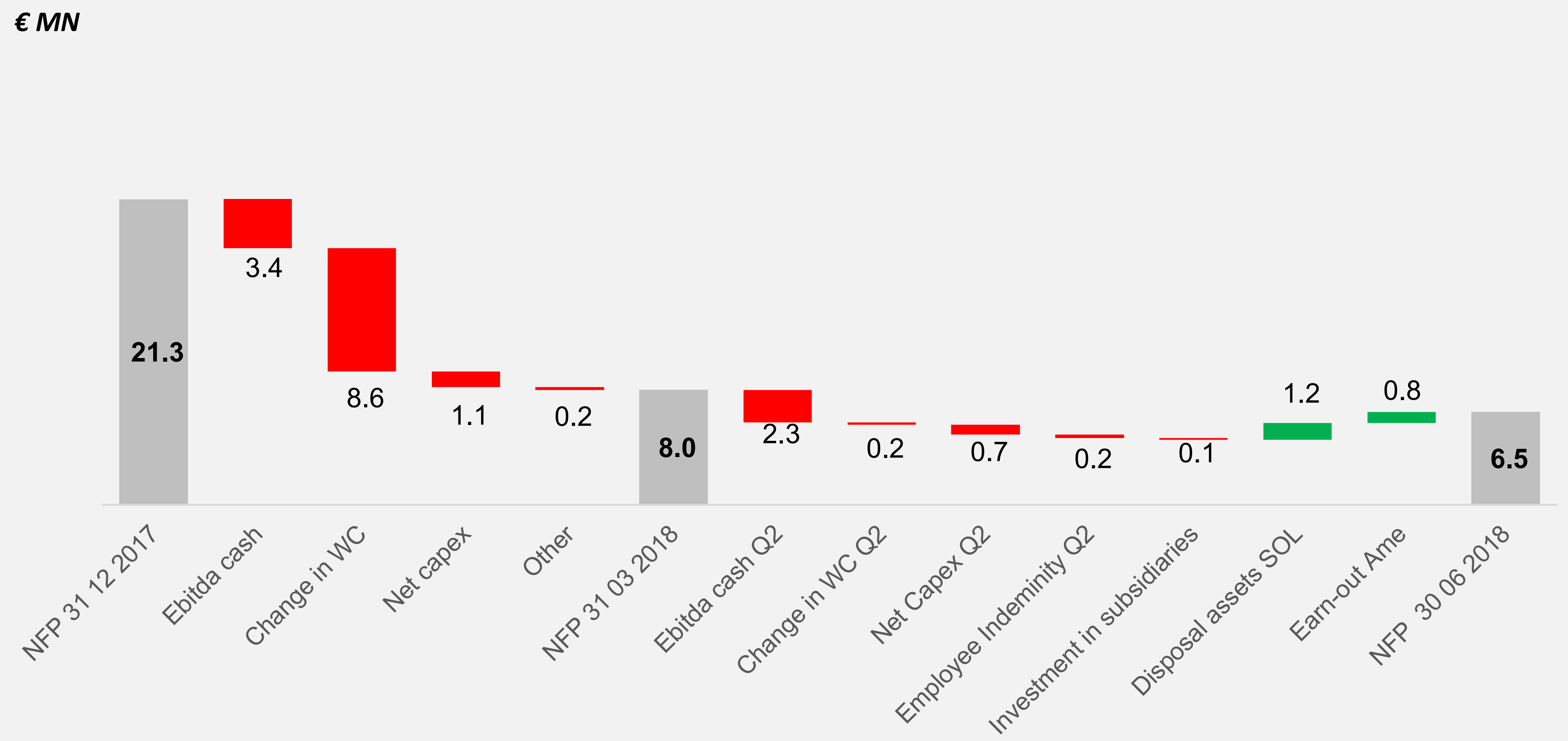
EBIT

EBIT impacted by Y/Y 58% depreciation increase due to SAP and fulfilment center Investments

EBT from discontinued activities

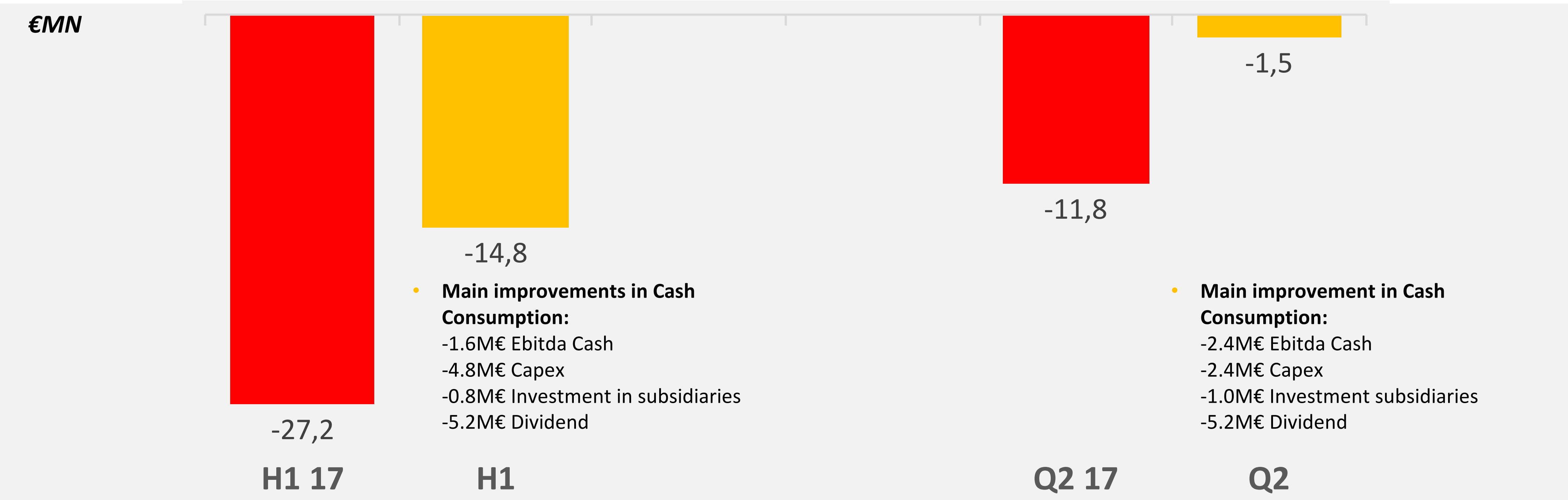
2,5M€ including earn-out from SRP carve out related to Saldiprivati disposal (already cash in at the closing in Nov. 2016)

Q2 18 NFP EVOLUTION VS. Q1 18



Cash Consumption down to 1.5M€ from 13.3M€ in Q1

CASH CONSUMPTION VS. H1 & Q2 17



TARGET MODEL

	2017	2018	TARGET	DRIVERS
MARKET GROWTH TECH&APPLIANCES	c.10%	c.10%	**10% - 12%**	Conservative growth Shutdown of offline stores
GMV	€ 253M	mid single digit increase	**2x**	Market Growth, Marketplace, MDA
REVENUES	€189M	slight decrease	**2x**	Core Cat Market Growth, Infocommerce, B2B
GROSS MARGIN before Transport	14.7%	+200/400 bps	**22%-26%**	Marketplace growth, Mix&Sourcing, Rebates, Infocommerce and Efficiency
MARKETING	7.2%		**5.0% - 6.0%**	Core Categories Focus, Brand Awareness
FULFILMENT TRANSPORT & INTERNAL	10.4%		**10.0% - 11.5%**	Scale & efficiency program offset by B2B development. FF includes Transport and Installation.
IT + G&A	4.5%		**2.0% - 3.0%**	Efficiencies and scalability
EBITDA adj.	-7.4%	significant improv., back-end loaded	**5% - 6%**	**#1 specialty player, EBITDA enhanced by marketplace and services**
CAPEX	2.8%	2.0 - 3.0%	**2.0% - 3.0%**	Recurring CAPEX

CONFIRMED GUIDELINES FOR 2018-2023

- More conservative 2018-2023 market estimates after a disappointing year.
- 2018 efficiency plan with a leaner organization, worth up to 15-20% of 2017 cash costs (up to € 10 MN), back-end loaded.
- Core Categories: confirmed leadership and focus on "Family Capex" (MDA, A/C, TV) and related services (warranties, delivery and installation, smart home).
- Long tail/non service driven categories: accelerating shift to Marketplace to effectively cover demand and improve profitability (up to 50% penetration).
- EBITDA and CF positive in 2019, including potential earn-outs and disposals.
- NFP positive throughout the plan. Up to max. € 14 MN from earn-outs and disposals.

FINANCIAL CALENDAR

H1 18 Results	2nd August 2018
9M 18 Results	8th November 2018

BACKUP

BALANCE SHEET

€ MN

Balance Sheet	31/12/17	31/03/18	30/06/18
Property, plant and equipment	7.8	7.5	7.0
Goodwill	14.3	14.3	12.8
Intangible assets	14.3	13.7	13.1
Financial assets	4.9	4.9	4.3
TOTAL ASSETS	**41.3**	**40.4**	**37.2**
NWC	**(5.5)**	**3.9**	**7.7**
Deferred tax assets	8.7	8.7	8.7
Provisions	(2.0)	(2.0)	(2.0)
Other non current debts	(0.4)	(0.4)	(0.4)
Net Invested Capital	**42.1**	**50.6**	**51.2**
Net Equity	**63.4**	**58.7**	**57.7**
Net Financial Position	**(21.3)**	**(8.0)**	**(6.5)**
Total Sources	**42.1**	**50.6**	**51.2**

Comments

Goodwill decrease (1.5MN) vs Q1 2018 is related to Sitonline disposal

NWC increase vs Q1 2018 is mainly due to 2MN termination cost with SRP and 0.9 MN tax contribution credits for R&D, both registered in other receivables

ePRICE

€ MN

NET WORKING CAPITAL

Net Working Capital	30/06/17	31/12/17	30/06/18
Inventories	**20.0**	**20.3**	**16.1**
Trade receivables	**7.6**	**8.9**	**5.8**
Trade Payables	**(28.1)**	**(37.7)**	**(22.0)**
Other receivables and payables	**2.8**	**3.1**	**7.9**
NET WORKING CAPITAL	**2.3**	**(5.4)**	**7.7**
DOI	**47**	**47**	**47**
DSO	**13**	**12**	**11**
DPO	**44**	**57**	**41**

€MN

H1 18 CASH FLOW

Cash flow	H1 2018 ACT	H1 2017 ACT	Var %
Net result	-9.0	-11.0	-18%
D&A	4.4	2.9	52%
Other non cash items	-1.2	0.8	-256%
Change in WC	-8.8	-8.6	2%
Cash flow from operations	**-14.6**	**-15.9**	-8%
Net capex	-2.1	-6.6	-69%
Other assets	0.2		
Disposal Assets	1.1		
Acquisition	-0.3	-1.4	-77%
Cash flow from investing activities	**-1.0**	**-8.0**	-87%
Cash flow investing from discontinued activities	0.8	1.2	-35%
Change in net equity	0	1.0	
Dividend paid		-5.2	
Treasury stock	0.0	-0.3	-100%
Change in financial credit (credit card)	1.5	-0.3	-585%
Change in bank debt	3.9	3.4	16%
Cash flow from financing activities	**5.4**	**-1.4**	-486%
CASH FLOW	**-9.5**	**-24.1**	-61%
Cash position at the beginning of quarter	**21.1**	**54.7**	
Cash position at the end of quarter	**11.6**	**30.6**	

Comments

Cash flow from operations and investing activities absorbed €15.6MN in H1 18 vs. €23.9MN in H1 17.
€8.3MN improvement is mainly due to reduction in Net Capex € (4.5 MN), Ebitda Cash € (1.5MN) and Acquisition € (1.1 MN)

Negative Change in WC due to seasonality, in line with last year. DPO decreased over expectations reduced cash from WC for about € 2MN

Change in bank debt related to new short term bank loan provided in February 2018