

BANCA IMI IT DAY 2018

MILAN, 21 FEBRUARY 2018

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www.triboo.com

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- All forward-looking statements included herein are based on information available to the Company as of the date hereof. The Company undertakes no obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required by applicable law. All subsequent written and oral forward-looking statements attributable to the Company or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements.

Agenda

1. Our Group at glance

2. Key Financials
3. Investment Highlights
4. Next step

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Triboo is the “one and only” partner to face the challenges of the digital scenario

Triboo is a leading Italian company operating in the **eCommerce** and **Digital media** with a mission **to maximize the opportunities and profits provided to Italian corporates by the digital revolution**, by managing their eCommerce and Digital advertising activities

The Group has two main business units respectively dedicated to **eCommerce** and **Online Publishing / Advertising collection**, with the aim to offer a system of integrated skills able to multiply clients-partners' value thanks to coordination and know-how sharing.

With its own **data analytics** know how, Triboo has become capable of interpreting digital data to explain online-offline retail clients' behaviour thus driving higher eCommerce sales and higher online advertising budgets.

With headquarter in Milan, offices in Rome and Shanghai, Triboo Group with more than 350 employees, is a successful entity with a **constant growth** by numbers (key clients, EBITDA, gross value of merchandise).

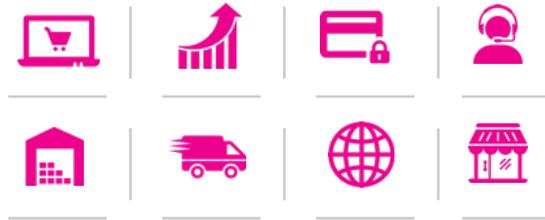
Our integrated offering, in action

Discovery & Consideration



From editorial contents published by our magazines to pin-point targeted advertising made possible by our data management platform, up to search engine marketing, **we provide all the traffic the store needs.**

Purchase



State of the art user experience and creative design, full support to define retail strategies, security, payments, warehouses and fulfillment **to transform leads in purchases**, to achieve a global reach and to integrate the online store with the offline retail.

Frequency & advocacy



Once we acquire a new customer, we employ all the possible strategies in order to **stimulate new purchases**: newsletters, marketing automation systems, CRM enrichment and customer segmentation, surveys and loyalty programs.

↑RIBOO
MEDIA

Multi-channel publisher / adv collection

Ownership of 20 editorial properties: online magazines, vertical communities, digital radio.

↑RIBOO
DIGITALE

eCommerce full service

Branded online stores, digital marketing, creative & contents.

↑RIBOO
Data Analytics

Business intelligence & big data: Proprietary analytics tools for online stores and websites and Data Management Platform

A selection of our partners

Luisa Spagnoli

roberto cavalli

BIKKEMBERGS

ALESSI

MASERATI



CARPISA

DONDUP

Yamamay

Nestlé

THUN



Jeep

PIQUADRO



KANEBO

LAVAZZA



PIRELLI

Gianvito Rossi
MILANO



BOLTON
GROUP



Prenatal

CANDY

↑RIBOO



More new clients acquired - going live starting Q2 2018.
Between them one of the top fashion brands worldwide

Leadership in eCommerce

Services for the eCommerce



*eCommerce UX
& design*



*Institutional
contents*



*Development &
system integration*



*Payments services
& security*



*Store
management*



*Customer
Care*



Newsletter



*Marketing
Automation*



*Search Engine
Optimization*



*Display
advertising*



*Search Engine
Advertising*



*Video
Advertising*



*Social Media
Marketing*



Influencers



Events



Packaging



*Video & Photo
Shooting*



*Warehouse &
Fulfillment*

Platform & Omni-Channel

Our platform

At the core of our eCommerce ecosystem there's a technology platform that allows a large degree of customizations.



Flexible front-end software



Lot of proprietary plug-ins to optimize processes



APIs and full system integration capability



Web analytics suite

Our omni-channel capabilities

Through our platform we maintain many formulas of omni-channel and synergies between online store and physical retail.

Transaction model	Channel
<i>Pay and receive</i>	Store online
<i>Reserve and collect</i>	Physical store
<i>Pay and collect</i>	Physical store
<i>Pay in store</i>	Physical store
<i>Return in store</i>	Physical store

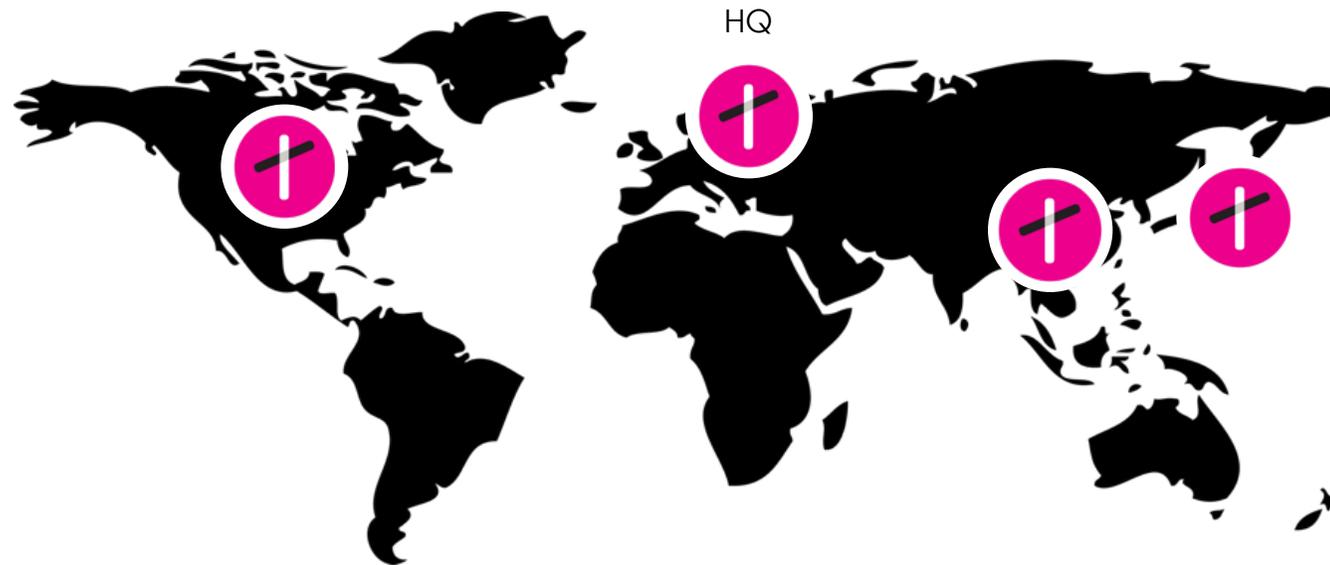
Global reach

*A solid global footprint.
Direct presence and operational partnerships*

Products shipped more than 150 countries.

Local logistics partners.

3 Main Warehouses in Italy, 2 in US, 1 in China.



Our eCommerce companies

Triboo acts as a “**one-stop-shop**” eCommerce Service Provider that currently manages **more than 100 third-party producers' online stores**, covering the entire value chain of eCommerce needs of clients-partners.

One main company and ancillary entities to manage very specific tasks and processes.



The strategic partner for full outsourcing eCommerce operations: from web design to logistics, from retail strategy to digital marketing.



Commercial hub in China **to create partnerships with local platforms and entities** in order to operate effectively in the country.



Legal and operative entity for the **US market**.



A unique expertise in photoshooting for eCommerce, able to **reduce time and costs without giving up on quality**.

Triboo in China develops business on-field

Triboo is the **strategic and certified player to operate with Chinese and Asian Marketplace**, managing directly the online sales and taking charge of every logistic and legislative aspect in order to operate in the country.



Onfield
presence



Brand positioning
In local market



Relationships
with trusted local partners



Finance
accounting



Dedicated account
(mother tongue of the partner)

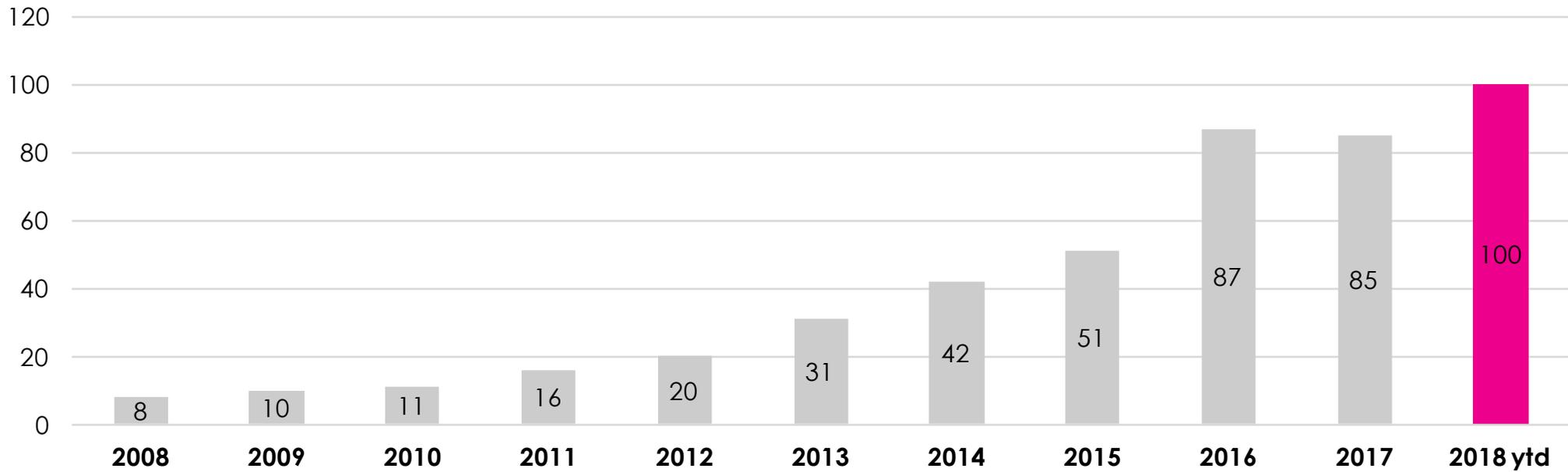


Control
of platform and logistics operations

Online stores powered by Triboo

<i>ACBC</i>	<i>CELLULARLINE</i>	<i>GIANVITO ROSSI</i>	<i>MISS SIXTY</i>	<i>SCHOLL</i>
<i>AGL</i>	<i>CIESSE</i>	<i>HIGH</i>	<i>MONTURA</i>	<i>SERGIO TACCHINI</i>
<i>ALESSI</i>	<i>CIFONELLI</i>	<i>IL GUFO</i>	<i>MOON BOOT</i>	<i>SHAGADU</i>
<i>ALFA ROMEO</i>	<i>CINZIA ROCCA</i>	<i>INFINITY TV</i>	<i>MOPAR</i>	<i>SOFIDEL</i>
<i>ALPSTATION</i>	<i>CITTÀ DEL SOLE</i>	<i>INVICTA</i>	<i>MORELLATO</i>	<i>SPARCO</i>
<i>ALTROMERCATO</i>	<i>CORSO ROMA</i>	<i>ITALIA INDEPENDENT</i>	<i>NEL MULINO CHE VORREI</i>	<i>SPEED-UP</i>
<i>ALVIERO MARTINI</i>	<i>DAVINES</i>	<i>JAKED</i>	<i>NORDICA</i>	<i>STEFANEL</i>
<i>ARENA</i>	<i>DEBORAH MILANO</i>	<i>JEEP</i>	<i>ORIGINAL MARINES</i>	<i>STELLA JEAN</i>
<i>BAGATT</i>	<i>DECECCO</i>	<i>JOHN RICHMOND</i>	<i>PELLINI</i>	<i>STELLAZETA</i>
<i>BALDININI</i>	<i>DEHA</i>	<i>LANCIA</i>	<i>PIAZZA SEMPIONE</i>	<i>TECNICA OUTDOOR</i>
<i>BASIC</i>	<i>DONDUP</i>	<i>LANIFICIO ANGELICO</i>	<i>PIQUADRO</i>	<i>THE BRIDGE</i>
<i>BEP'S</i>	<i>DRUMOHR</i>	<i>LANIFICIO COLOMBO</i>	<i>PIRELLI</i>	<i>THINDOWN</i>
<i>BIKKEMBERGS</i>	<i>DUCATI</i>	<i>LE PANDORINE</i>	<i>PITTAROSSO</i>	<i>THUN</i>
<i>BOSCOLO</i>	<i>EMERGENCY</i>	<i>LEGAMI</i>	<i>PRÉNATAL</i>	<i>TONINO LAMBORGHINI</i>
<i>BROOKSFIELD</i>	<i>ENAV</i>	<i>LEICA</i>	<i>PURINA</i>	<i>TOYS CENTER</i>
<i>CANDY</i>	<i>FABIANA FILIPPI</i>	<i>LUISA SPAGNOLI</i>	<i>RECARLO</i>	<i>VESPA</i>
<i>CANNELLA</i>	<i>FERRARI</i>	<i>MASERATI</i>	<i>RIVA FERRETTI</i>	<i>VILLA D'ESTE</i>
<i>CARILLO</i>	<i>FIAT</i>	<i>MASERATI CORSI GUIDA</i>	<i>ROLLERBLADE</i>	<i>WAKEUP COSMETICS</i>
<i>CARPISA</i>	<i>FINTYRE</i>	<i>MBT</i>	<i>SAFILO</i>	<i>WHEELUP</i>
<i>CASA HENKEL</i>	<i>FOPE</i>	<i>MICROMOBILITY</i>	<i>SCARPE&SCARPE</i>	<i>YAMAMAY</i>

Number of stores since foundation of Triboo 2008-2018ytd



Leadership in Digital Publishing and Advertising

Our Editorial Properties

2nd
editorial network in Italy

17
proprietary properties

250+
licensed websites



BUSINESS & FINANCE

WSI Wall Street Italia

PMI.it finanzaOnline

Finanza.com PUBBLICA AMMINISTRAZIONE . NET

Borse.it ManagerOnline

2,1 MIO UU
/month



TECH

HTML.it

WEBNEWS

telefonino.net
Il sito italiano di informazione sulla telefonia

PUNTO informatico

2,6 MIO UU
/month



WOMEN & MOMS

ROBA DA DONNE DireDonna

gol
GRAVIDANZADONLINE.IT

Amando.it
Il mondo è donna!

Cose per Crescere

LIBRERIAMO
Storie di chi ama la Cultura

NOMIX

POKI
10000+ di videogames per gli screens

6,4 MIO UU
/month



MOTORS

Motori.it
Informarsi > Scegliere > Guidare

sicuraauto.it

sicurmoto.it

patentati

1,1 MIO UU
/month



FOOD & COOKING

AGRODOLCE SempliceVeloce
Il blog di cucina con ricette e foto passo passo

Primo CHEF il Cuore in Pentola
Dalle ricette alla cucina

RICETTE PER CUCINARE

Scotti-Maria

2 MIO UU
/month



SPORT

TUTTOmercatoWEB
com

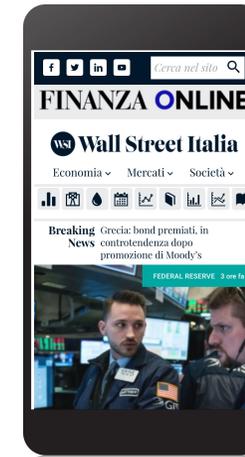
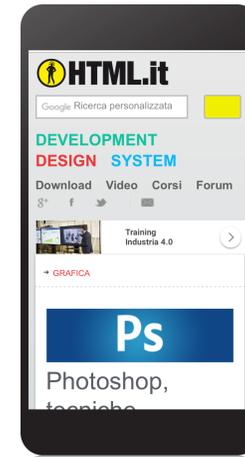
Tennis.it
IL PRIMO TENNIS-MAGAZINE ITALIANO ON-LINE

I am CALCIO

1,3 MIO UU
/month

More than 24M Italian users monthly on the whole network

Editorial portfolio



Our Advertising solutions

DISPLAY



Rich Media Secondary Premium

VIDEO SOLUTIONS



Development of innovative products with guaranteed Kpi's

PERFORMANCE E LEAD



Lead generation solutions, acquiring contacts on digital properties and qualifying them through telephone interviews.

BRANDING SOLUTIONS: CONTENT AND SOCIAL



Native Advertising and User generated content. We created a proprietary mobile community with more than 150.000 people able to create original and creative contents and make it become viral.

DIRECT MARKETING



Direct Marketing activities, engaging users through a mix of Email Marketing, SMS and Push Notifications.

DATA ANALYTICS



DMP, audience insights, web analytics, etc. in order **to reach the right target at the right moment**

PROGRAMMATIC



Leading Italian operator of Premium Private Market Place, offering state-of-the-art RTB solutions for publishers and investors.

NATIVE ADS



Larger in-feed native ad exchange

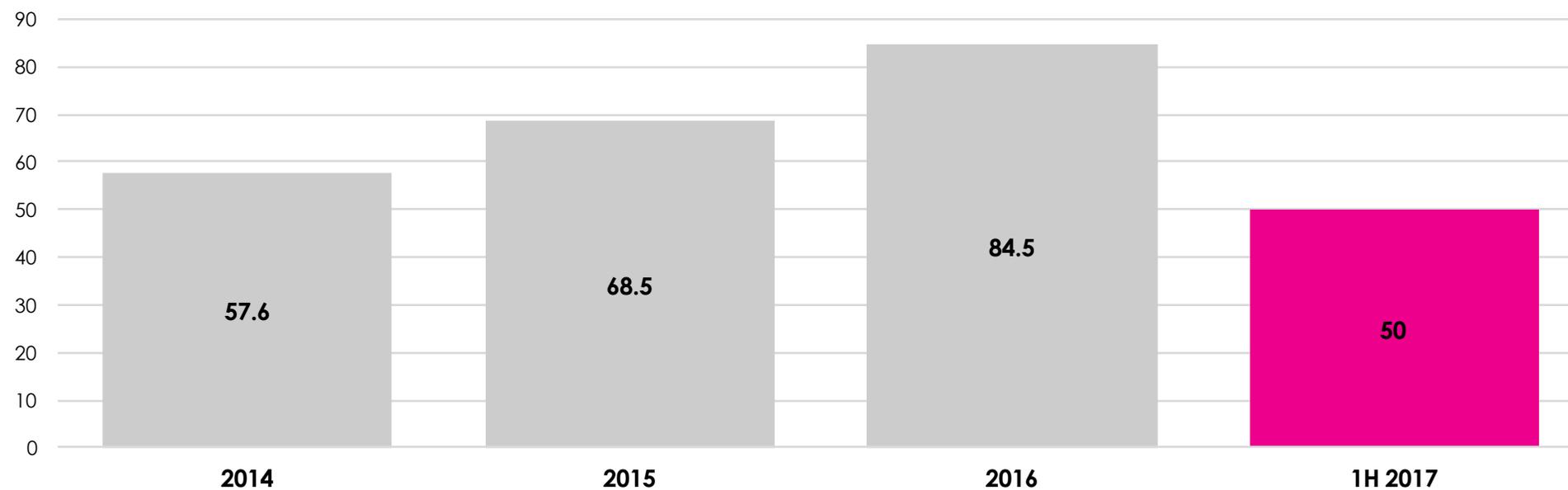
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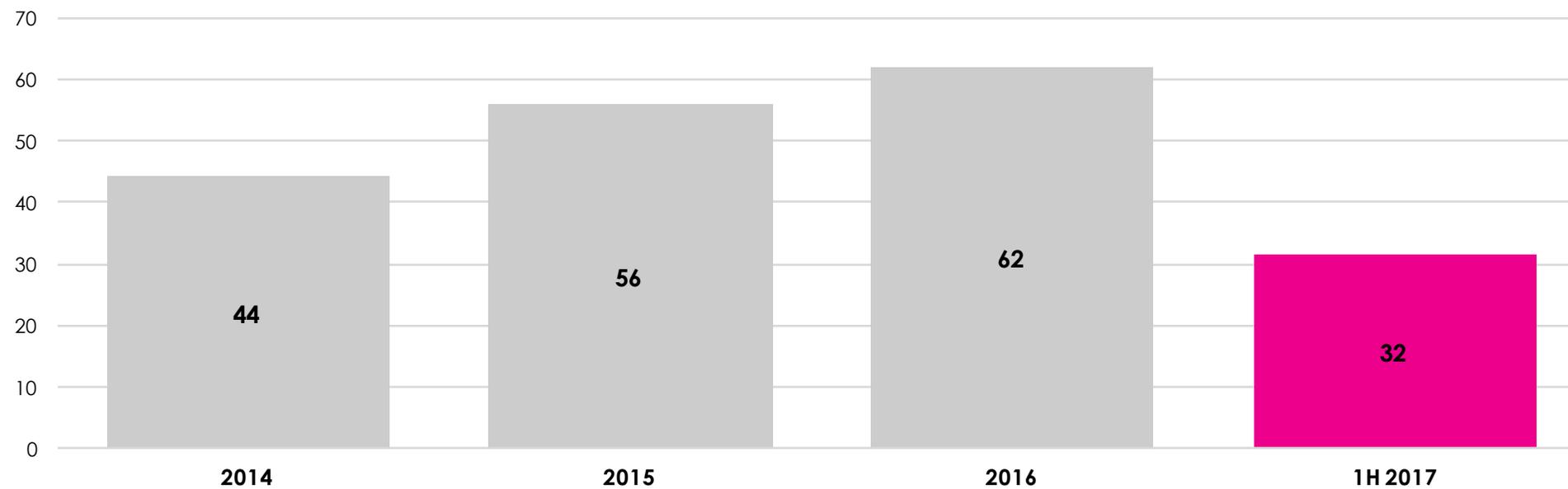
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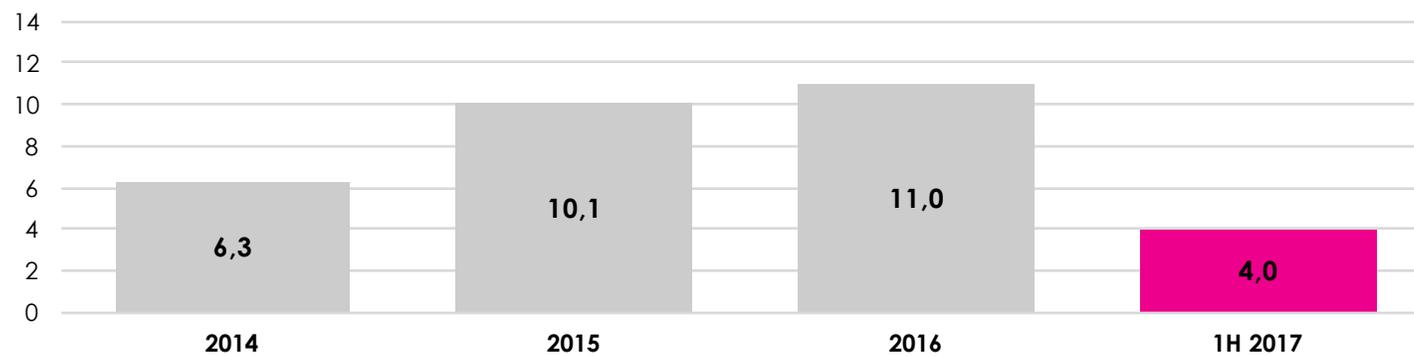
Gross Merchandise Value (€ mln)



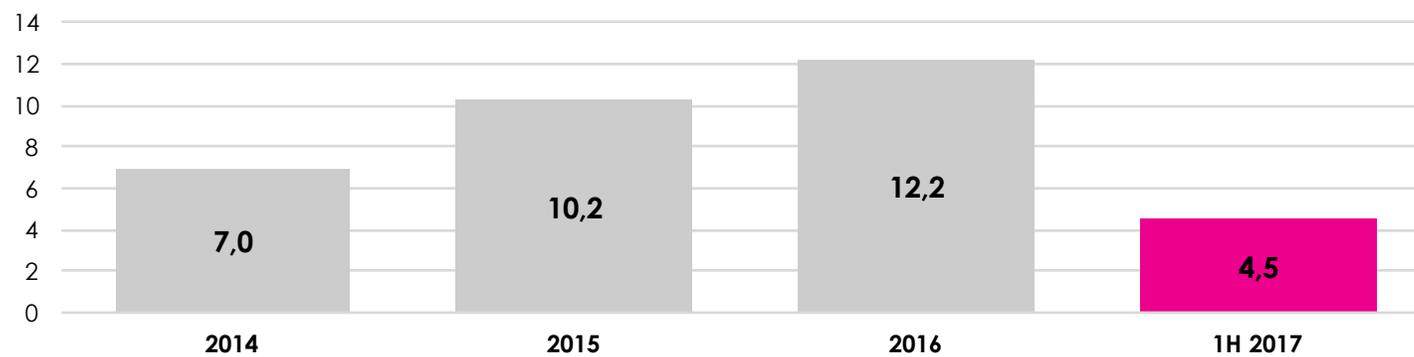
Revenues (€ mln)



EBITDA (€ mln)

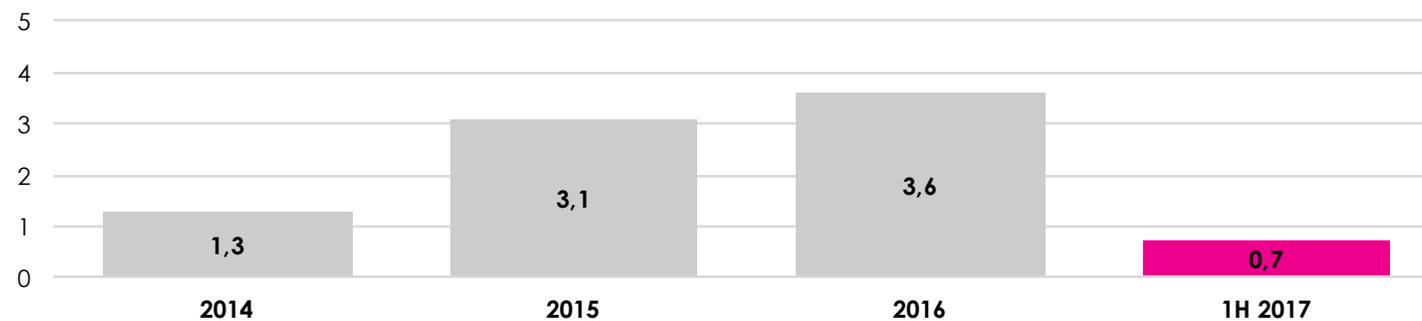


EBITDA adjusted (€ mln)

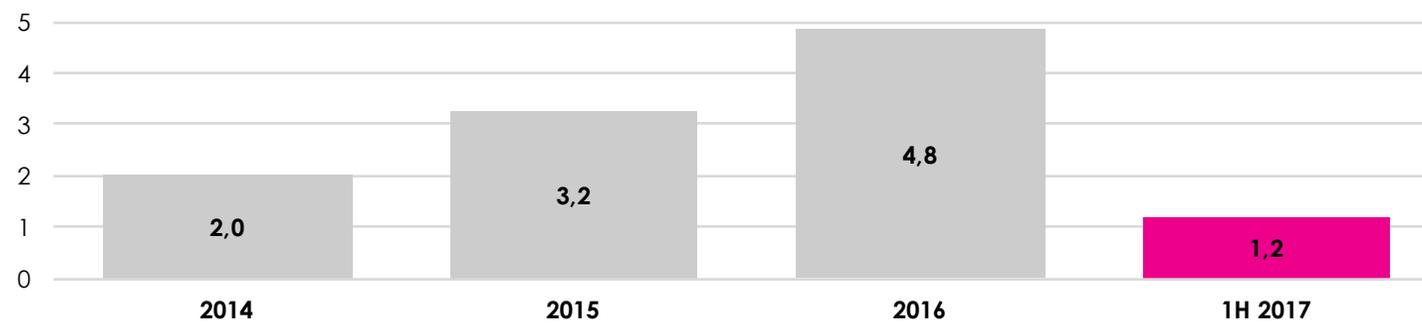


Source: Triboo S.p.A. official financial documentation

Net Results (€ mln)



Net Results adjusted (€ mln)



Source: Triboo S.p.A. official financial documentation

KPI comparison with main comparables

Company	Revenues					Ebitda					Net income			
	2014	2015	2016	1H 2017		2014	2015	2016	1H 2017		2014	2015	2016	1H 2017
Triboo S.p.A.	44	56	62	32		6,3	10,1	11,0	4,0		1,3	3,1	3,6	0,7
					EBITDA Adjusted	7,0	10,2	12,2	4,5	Net adjusted Income	2,0	3,2	4,8	1,2
Alkemy S.p.A.	18	29	35	19		1,1	3,0	4,1	1,6		0,1	0,9	1,1	0,3
Giglio Group S.p.A.	9	14	29	27		1,1	4,8	3,6	4,2		-0,8	1,0	0,1	0,2
ePRICE S.p.A.	185	235	198	91		3,8	-6,6	-9,8	-7,7		-2,0	-10,8	10,1	-10,3
Italiaonline S.p.A.	408	374	389	166		32,6	26,3	64,0	36,0		1.375,0	-19,3	23,0	6,0
Yoox Net-A-Porter Group S.p.A.	1.272	1.665	1.871	1.034		85,7	126,4	143,4	91,4		23,4	53,4	33,9	20,6

Source: Companies official financial report

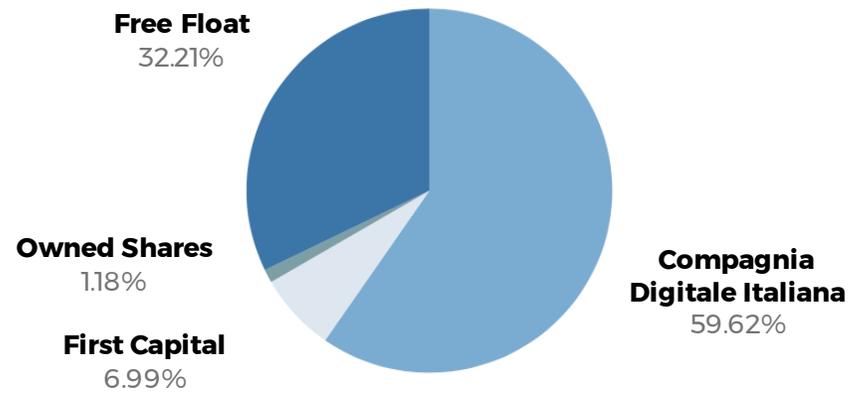
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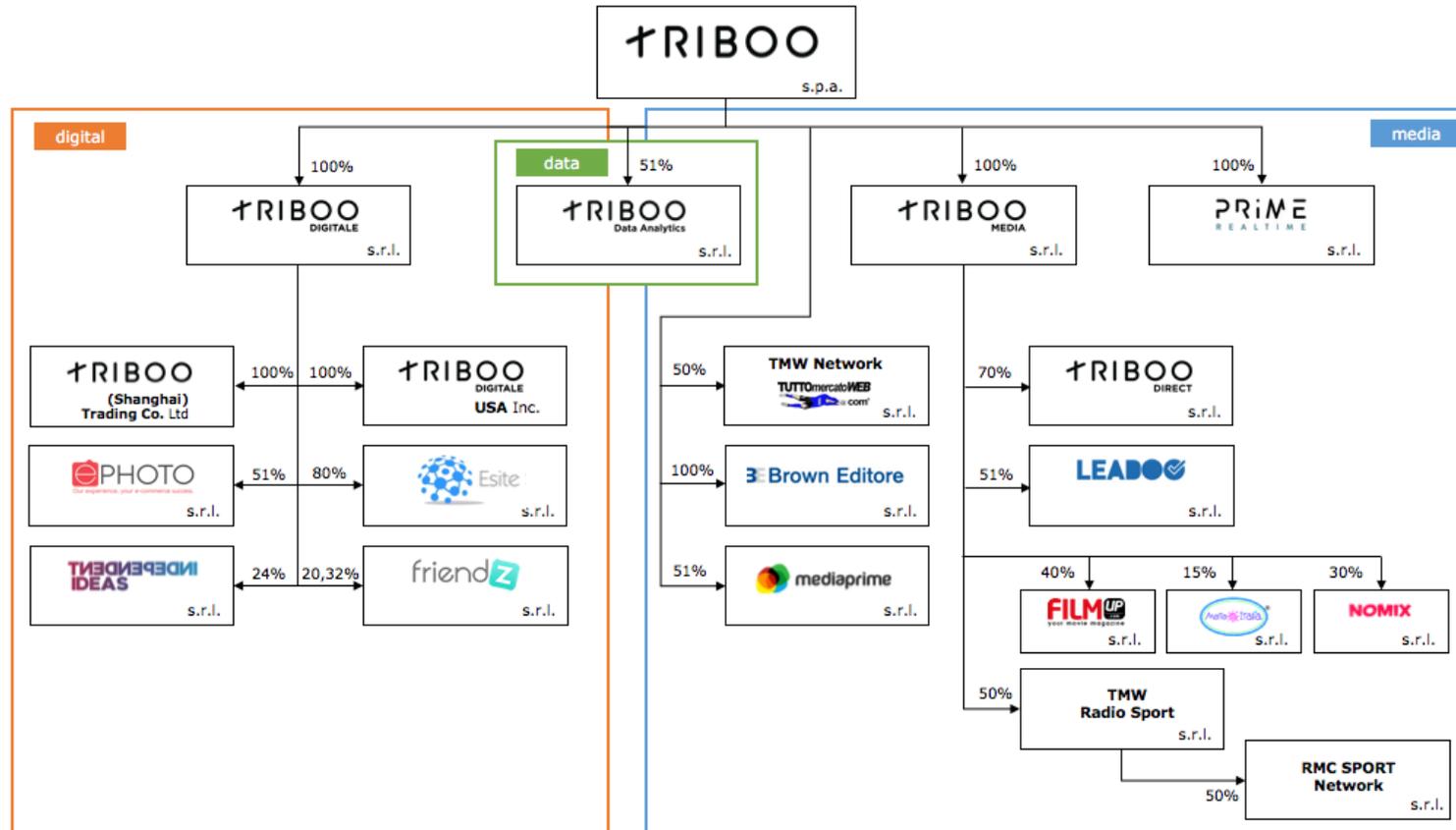
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Triboo shareholder & governance structure

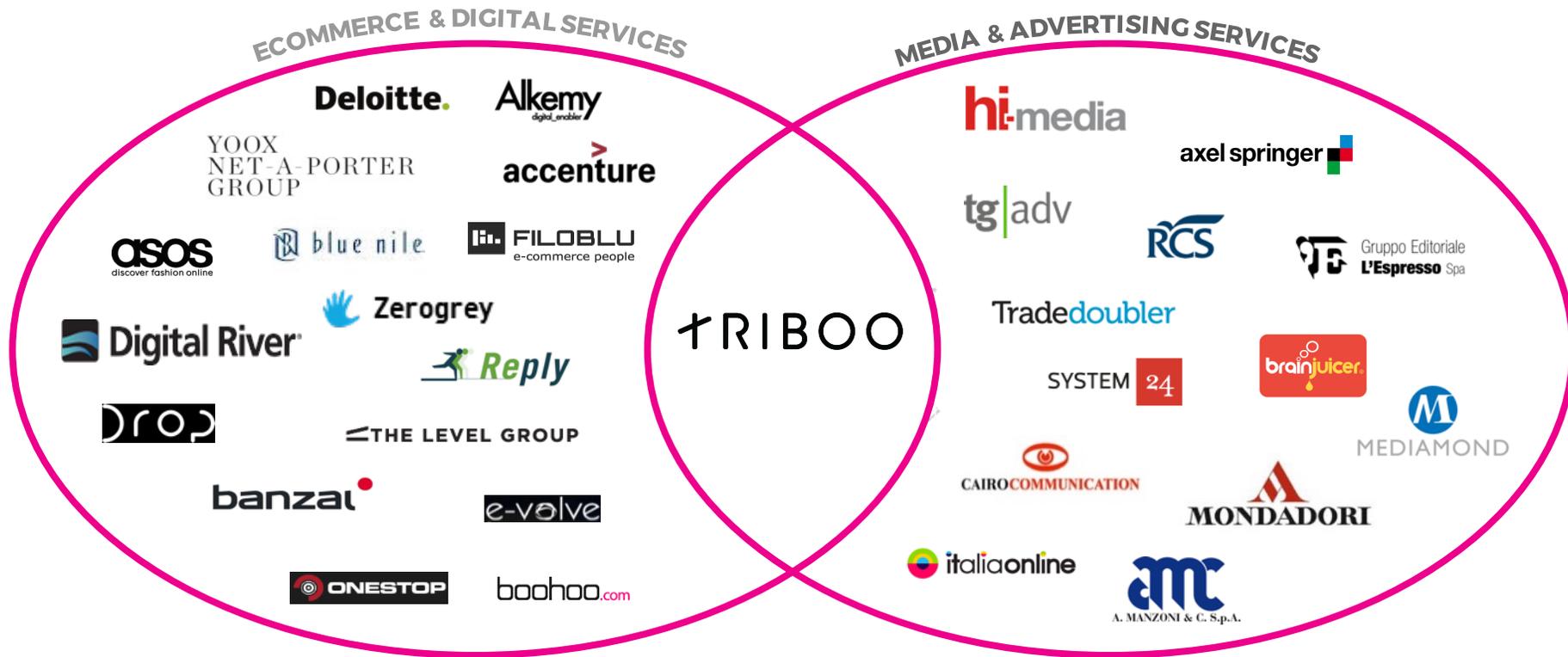


Corporate Governance		
Alfredo Malguzzi	President	Independent
Vittorio Coda	Vice President	Independent
Giulio Corno	CEO	Dependent
Cinzia Parolini		Independent
André Schmidt		Independent
Vincenzo Polidoro		Independent
Alessandro Copparoni		Independent

Group structure



Competitive positioning



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Strategic milestones 2018

- 1.** Growth in key areas through strategic partnership and M&A.
- 2.** Stronger presence in key international markets.
- 3.** Access to the Main Market (MTA) of Borsa Italiana.

Thank you

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