



## PRESS RELEASE

### UNIEURO CELEBRATES BLACK FRIDAY WITH RECORD SALES

- **After the success of Single's Day, record sales on 24 November, up 35% over the previous year**
- **Sales 7 times a normal Friday in November, both in stores and online**
- **Over 165 thousand customers at direct sales outlets, with more than 56% holding loyalty cards**
- **Online sales up by 62%, with Chromecast and PlayStation 4 leading in terms of volume**
- **Smartphone Samsung A520 the best selling product at stores**

*Forli, 27 November 2017* – Today Unieuro S.p.A. (MTA: UNIR), the largest omnichannel distributor of consumer electronics and household appliances by number of outlets in Italy, announced record results for Black Friday, when the Company guaranteed customers extremely competitive prices and purchase conditions.

Total revenues went up 35% compared with last year's Black Friday, which was already an all-time record for Unieuro, amounting to 7 times the revenues of a normal Friday in November, both in stores and online.

The Company's 224 direct sales outlets benefitted from strong customer turnout (over 165 thousand, with 56% Unieuro Club members), achieving a 31% increase, in addition to record revenues at affiliated stores (+21%) and on the unieuro.it digital platform (+62%).

Unieuro e-commerce represented 15% of total revenues, highlighting the success of the digital platform launched last year. The Google Chromecast device and Sony PlayStation 4 were the absolute best sellers in terms of volume on unieuro.it.

The Grey category performed especially well in stores and the IT segment in particular, which attracted 32% of purchases, followed at a distance by Brown category products. The best seller was the Samsung A520 smartphone, with over 2,200 units sold.

Giancarlo Nicosanti Monterastelli, Unieuro CEO, stated, *"Even more than in other sectors, Black Friday now plays a central role in the consumer electronics segment and has become a major benchmark for the competitiveness and strength of individual retailers."*



*“Unieuro rose to the challenge once again, with a more extensive retail network following expansion in central Italy, a cutting-edge digital platform and constantly innovative sales and marketing strategies, as shown by the success of Single’s Day, which we were the first to launch on the Italian market this year.”*

Promotions continue today for Cyber Monday, with Unieuro offering the very best technology at discounted prices and competitive conditions on its own.

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

\* \* \*

*Mr. Italo Valenti, Chief Financial Officer, 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 omnichannel distributor of consumer electronics and household appliances by number of outlets in Italy, with a widespread network of 497 outlets throughout the country, including direct stores (224) and affiliated stores (273), 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 more than 4,300 employees and revenues that exceeded € 1.6 billion for the fiscal year ending 28 February 2017.*

**For information:**

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