



PRESS RELEASE

***pursuant to article 84-bis, paragraph 5, of the Consob Regulation 11971 of May 14, 1999,
later amended and updated***

YOOX S.p.A.:

Stock option granting relating to YOOX S.p.A. 2009 – 2014 Stock Option Plan and YOOX S.p.A. 2009 – 2014 Incentive Plan

Zola Predosa (BO), December 16, 2010 – **YOOX S.p.A.** (“YOOX” or the “Company”) hereby announces that today, with reference to the YOOX S.p.A. 2009 – 2014 Stock Option Plan and the YOOX S.p.A. 2009 – 2014 Incentive Plan, approved by the Ordinary Shareholders’ Meeting on September 8, 2009, it has approved the granting of the following options in compliance with the related regulations:

- (i) under the YOOX S.p.A. 2009 – 2014 Stock Option Plan, the granting to 9 beneficiaries working in the Technology department, in view of the importance of this sector for the Company, of a total of 1,755 stock options (“Options”) valid for the subscription of 91,260 YOOX ordinary shares (in the ratio of 52 new shares to every Option exercised). The subscription price for each share will be equal to Euro 7.83, corresponding to the weighted average of the prices recorded by YOOX ordinary shares on the electronic stock market organised and managed by Borsa Italiana S.p.A. during the thirty days that the stock exchange was open prior to the Options granting date. The Board of Directors has also established that the exercising of the Options will be subject to achievement of the EBITDA level set out in the reference budget approved by the Company’s Board of Directors, obtained from the YOOX consolidated financial statements. The granting of the Options has been approved on the proposal of the Compensation Committee, which has also determined the amount of the Options to be allocated to each beneficiary;
- (ii) under the YOOX S.p.A. 2009 – 2014 Incentive Plan, the allocation, free of charge, of a total number of 17,420 YOOX ordinary shares to 5 employees; this allocation has been approved on the proposal of the Compensation Committee, which has also determined the amount of the bonus to be allotted; the shares allocated in this way will be delivered under the terms and conditions set out in the Plan Regulations, where applicable.

For further information about the terms and conditions of these plans and the characteristics of the financial instruments granted, refer to the Prospectus compiled in compliance with article 84-bis of Consob Regulation 11971/1999, available to the public at YOOX S.p.A.’s Registered Office in Zola Predosa (BO), Via Nannetti 1, as well as on the Company’s website: www.yooxgroup.com.

Attached, table no. 1 of Chart 7 of Appendix 3 A of Consob Regulation 11971/1999, updated on December 16, 2010.

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YOOX Group

YOOX Group is the global Internet retailing partner for leading fashion & design brands. It has established itself amongst the market leaders with the Multi-brand stores yoox.com and thecorner.com as well as with numerous online Mono-brand stores all "Powered by YOOX Group". The Group has logistics centres and offices in Europe, the United States, Japan and China and delivers to 67 countries worldwide.

Established in Italy in 2000, **yoox.com** is the virtual boutique of Multi-brand fashion & design. Thanks to a direct relationship with designers, manufacturers and authorised dealers, yoox.com is an infinite ever-changing source offering rare and innovative styles that are difficult to find in traditional shops. On-going research into new creative possibilities make yoox.com an innovative online space offering exclusive collections by prestigious designers, a carefully selected range of end-of-season clothing and accessories at accessible prices; from vintage collectibles to capsule collections by cutting-edge designers and a unique assortment of books and design.

Launched in 2008, **thecorner.com** is the virtual space showcasing a selection of cutting-edge, highly crafted brands for men and women. On thecorner.com, each brand has its own mini-store where its image and new collections are promoted through exclusive editorial and video content, in keeping with its unique style fingerprint.

Since 2006, YOOX Group has designed and managed Mono-brand Online Stores for major fashion brands looking to offer their latest collections on the Internet. Thanks to years of experience and online shopping expertise, YOOX Group offers its brand-partners a complete solution, including a flexible technological platform, innovative interface design, global logistics, excellent customer care and international web marketing.



YOOX S.p.A. 2009 – 2014 Stock Option Plan

Table no. 1 of chart 7 of Appendix 3 A of the Issuers' Regulation

Date: December 16, 2010

Name or category	Title	FRAMEWORK 2							
		Stock options (option grant)							
		<u>SECTION 1</u>							
		Stock options relating to plans, in progress, approved according to previous shareholders' resolutions							
		Shareholders' resolution date	Description of Instrument	Number of financial instruments underlying the stock options granted but not exercisable	Number of financial instruments underlying the exercisable stock options not exercised	Date of granting by competent body	Strike price (*)	Market price of the financial instruments on the grant date	Stock Option Expiry
Federico Marchetti	Chief Executive Officer and Chairman of the Board of Directors	September 8, 2009	Options on YOOX shares with cash settlement	1,500,096 YOOX ordinary shares	/	March 11, 2010 (Board of Directors) January 27, 2010 (Compensation Committee)	Euro 277.68	Euro 5.55	December 31, 2014

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Massimiliano Benedetti	Marketing Director	September 8, 2009	Options on YOOX shares with cash settlement	250,068 YOOX ordinary shares	/	March 11, 2010	Euro 277.68	Euro 5.55	December 31, 2014
Fabio Cesari	Head of Research	September 8, 2009	Options on YOOX shares with cash settlement	50,076 YOOX ordinary shares	/	March 11, 2010	Euro 277.68	Euro 5.55	December 31, 2014
Alberto Grignolo	Commercial Director	September 8, 2009	Options on YOOX shares with cash settlement	250,068 YOOX ordinary shares	/	March 11, 2010	Euro 277.68	Euro 5.55	December 31, 2014
Giuseppe Guillot	Human Resources Director	September 8, 2009	Options on YOOX shares with cash settlement	150,072 YOOX ordinary shares	/	March 11, 2010	Euro 277.68	Euro 5.55	December 31, 2014
Andrea Moretti	Interactive Services Director	September 8, 2009	Options on YOOX shares with cash settlement	50,076 YOOX ordinary shares	/	March 11, 2010	Euro 277.68	Euro 5.55	December 31, 2014

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Alessandra Rossi	Multi-Brand Commercial Director	September 8, 2009	Options on YOOX shares with cash settlement	100,152 YOOX ordinary shares	/	March 11, 2010	Euro 277.68	Euro 5.55	December 31, 2014
Andrea Cappi	Technology Planning Director	September 8, 2009	Options on YOOX shares with cash settlement	25,116 YOOX ordinary shares	/	July 1, 2010	Euro 305.24	Euro 5.51	December 31, 2014
Francesco Guidotti	Administration, Finance and Control Director	September 8, 2009	Options on YOOX shares with cash settlement	350,220 YOOX ordinary shares	/	July 1, 2010	Euro 305.24	Euro 5.51	December 31, 2014
Paolo Mascio	Mono-Brand Director	September 8, 2009	Options on YOOX shares with cash settlement	50,076 YOOX ordinary shares	/	July 1, 2010	Euro 305.24	Euro 5.51	December 31, 2014
Jacopo Thun	Chief Technology Officer	September 8, 2009	Options on YOOX shares with cash settlement	50,076 YOOX ordinary shares	/	July 1, 2010	Euro 305.24	Euro 5.51	December 31, 2014

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Federico Venturoli	Online Store Director	September 8, 2009	Options on YOOX shares with cash settlement	25,116 YOOX ordinary shares	/	July 1, 2010	Euro 305.24	Euro 5.51	December 31, 2014
5 employees	/	September 8, 2009	Options on YOOX shares with cash settlement	175,500 YOOX ordinary shares	/	July 1, 2010	Euro 305.24	Euro 5.51	December 31, 2014
9 employees	/	September 8, 2009	Options on YOOX shares with cash settlement	91,260 YOOX ordinary shares	/	December 16, 2010	Euro 407.16	Euro 8.43	December 31, 2014

(*) In compliance with the 2009 – 2014 Stock Option Plan, each option granted entitles the beneficiary to subscribe 52 (fifty-two) YOOX S.p.A. ordinary shares; therefore, in order to determine the strike price of each option it is necessary to multiply the subscription price of each YOOX S.p.A. ordinary share by 52 (fifty-two).



YOOX S.p.A. 2009 – 2014 Incentive Plan

Table no. 1 of chart 7 of Appendix 3 A of the Issuers' Regulation

Date: December 16, 2010

Name or category	Title	FRAMEWORK 1						
		Financial instruments other than stock options						
		<u>SECTION 1</u>						
		Instruments relating to plans, in progress, approved according to previous shareholders' resolutions						
		Shareholders' resolution date	Description of the Instrument ⁽¹⁾	Number of instruments allocated by the competent body	Date of granting by competent body	Possible instrument purchase price	Market price on the grant date	Instrument sale restriction period
Davide Di Dario	Head of Customer Services	September 8, 2009	YOOX S.p.A. ordinary shares	10,244	July 1, 2010	Not applicable	Euro 5.51	Not applicable
21 employees	/	September 8, 2009	YOOX S.p.A. ordinary shares	98,124	July 1, 2010	Not applicable	Euro 5.51	Not applicable
5 employees	/	September 8, 2009	YOOX S.p.A. ordinary shares	17,420	December 16, 2010	Not applicable	Euro 8.43	Not applicable

(1) The Plan involves the granting, free of charge, to the Beneficiaries, of the Bonus made up of: (i) the Share Bonus, which involves the granting, free of charge, to the Beneficiary, of Company shares; and (ii) the Cash Bonus, which involves the allocation to the Beneficiary of a sum of money. The table above shows the amount of the Share Bonus.