



YOOX S.p.A.:

Preliminary consolidated net revenues as of December 31st, 2009

- **Consolidated net revenues:** €152.2 million (+50% year on year)

Zola Predosa (Bologna), February 8th, 2010 – The Board of Directors of **YOOX S.p.A.** met today to examine the preliminary¹ consolidated net revenues for Financial Year (“FY”) 2009. The definitive financials for FY2009 are scheduled to be examined and approved by the Board of Directors on March 11th, 2010.

Consolidated Net Revenues Trend

As of December 31st, 2009, YOOX posted **consolidated net revenues**, net of returns and customer discounts, of €152.2 million, up 50.0% from €101.5 million in FY2008.

€Millions	Multi-brand		Mono-brand		Group Total	
	31/12/09	31/12/08	31/12/09	31/12/08	31/12/09	31/12/08
Net revenues	124.2	86.0	28.1	15.4	152.2	101.5
% of Group Net Revenues	81.6%	84.8%	18.4%	15.2%	100.0%	100.0%
% change	44.4%		81.7%		50.0%	

Net revenues by business line at December 31st, 2009

The **Multi-brand** business line includes the online stores yoox.com and thecorner.com and posted a significant **44.4%** increase in net revenues rising to **€124.2 million**, up from €86.0 million in 2008. This strong performance was attributable to both online stores.

Overall, at December 31st, 2009, the Multi-brand business line accounted for **81.6%** of total consolidated net revenues.

The Mono-brand business line includes the set-up and management of the Online Stores for some of the leading fashion brands worldwide. Products available on the Online Stores are sold and invoiced by YOOX directly to the customers. The business line posted net revenues of **€28.1 million**, up **81.7%** from €15.4 million in FY2008. The growth of this business line is partly due to the strong results of the Online Stores that were already active prior to 2009 and partly to the stores launched during the year, namely: bally.com, moschino.com, dolcegabbana.com, dsquared2.com, jilsander.com and, in the fourth quarter of 2009, robertocavalli.com.

Overall, as at December 31st, 2009, the Mono-brand business line accounted for **18.4%** of Group’s consolidated net revenues.

¹ Unaudited preliminary results.

Please note that the percentage changes reported in this Press Release were calculated using precise financial data. Some of the differences found in some of the tables are due to rounding of the values expressed in millions of Euro.



Net Revenues by geographic area at December 31st, 2009

Net revenue in €Millions	<i>FY 31/12/09</i>	<i>% net revenues</i>	<i>FY 31/12/08</i>	<i>% net revenues</i>	<i>% change</i>
Italy	39.8	26.1%	29.0	28.6%	37.0%
Rest of Europe	74.4	48.9%	49.5	48.8%	50.3%
North America	25.7	16.9%	16.4	16.1%	57.4%
Japan	8.8	5.8%	4.6	4.6%	90.5%
Other countries	0.9	0.6%	0.5	0.5%	59.7%
Unrelated to geographical areas	2.6	1.7%	1.4	1.4%	87.3%
Total YOOX Group	152.2	100.0%	101.5	100.0%	50.0%

All the key markets in which the Group operates posted a strong performance.

More specifically, the **Italian market** grew by 37.0% in 2009, remaining the first country in terms of net revenues. The **rest of Europe** posted growth of 50.3%, with particularly strong contributions being made in France, Germany and the UK. **North America**, where the Group continues to strengthen its presence, posted growth of 57.4%, while the **Japanese market** grew by 90.5%, benefiting from the local structure established in the second half of 2008.

The Company's Financial Reporting Manager, Paolo Fietta, hereby declares, in accordance with Article 154-bis, paragraph 2, of the Italian Consolidated Finance Act, that the financial information contained in this press release corresponds with the Company's accounts and related accounting entries and records.

For more information:

Paola Maini
 Head of Corporate Communication
YOOX Group
 T +39 02 83112811
 M +39 3454646466
paola.maini@yoox.com

Silvia Scagnelli
 Investor Relations
YOOX Group
 T +39 02 83112811
investor.relations@yoox.com

YOOX GROUP



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

Established in Italy in 2000, yoox.com is the virtual boutique of multi-brand fashion and design. Thanks to direct relationships with designers, manufacturers and authorized dealers, yoox.com is an ever-changing source of products and styles that are difficult to find in traditional shops. Ongoing research into new creative possibilities makes 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, as well as vintage collectibles, capsule collections and a unique assortment of books and design.

Launched in 2008, thecorner.com is the virtual space showcasing excellence in craftsmanship with a selection of cutting-edge brands for both men and women. On thecorner.com, each brand has its own dedicated mini-store where the distinctive image of each collection within these shop corners can be enhanced through editorials and exclusive video content.

YOOX Group has been designing and managing Mono-brand online stores since 2006 for the leading fashion brands looking to offer the same collections on the Internet that are also available in stores. With its years of experience and online shopping expertise, YOOX Group offers its brand partners a complete solution, which features a flexible technological platform, highly innovative interface design, global logistics, excellent customer care, international web marketing, and extensive experience in the online retail business.