



## PRESS RELEASE

### YOOX S.p.A.

#### Francesco Guidotti appointed new Chief Financial Officer

Zola Predosa (BO), 26 May 2010 – **Francesco Guidotti** has been appointed **Chief Financial Officer** of YOOX Group, the global Internet retailing partner for leading fashion and design brands.

The appointment of Francesco Guidotti will help to further strengthen the growth and profitability of the Group's business. Throughout his career, Mr Guidotti has gained a wealth of experience in the luxury & fashion sectors – in groups such as LVMH and Bulgari – as well as in e-commerce and in managing listed companies.

Francesco Guidotti, who will join YOOX on 1 July, will also hold the position of Director responsible for preparing the financial statements.

*"I firmly believe that Francesco Guidotti's years of experience as a CFO in the fashion & luxury sector will create significant added value for YOOX. I am also sure that the period of time he previously spent working for YOOX, together with his recent experience as the CFO of a listed company, will undoubtedly help him to settle into the Company very quickly",* said **Federico Marchetti**, Founder and CEO of YOOX S.p.A..

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Francesco Guidotti, an economics and business graduate of the "La Sapienza" University of Rome, started his career in 1992 as Financial Controller at the Brussels branch of Pirelli Bedding Benelux. In 1996, he became the Financial Manager of Ethicon Endo-Surgery, a subsidiary of Johnson & Johnson, following which, in 1997 he joined TAG Heuer Italia S.p.A., a subsidiary of the Louis Vuitton Môtet Hennessy Group, where he first held the role of CFO for the Italian subsidiary, and then that of Financial Controller for Europe in Neuchatel, Switzerland, from 1999. In October 2000, Mr Guidotti became CFO at Zenith Italia S.p.A. (Milan) and OMAS S.r.l. (Bologna), both companies of the Louis Vuitton Môtet Hennessy Group.

From October 2001 to May 2003, he held the position of Financial Controller for the Bulgari Group in Neuchatel, Switzerland, and then became CFO of the YOOX Group. From April 2008 to date, following a period spent as CFO of the PINKO Group, Mr Guidotti became the CFO of the TAS Group.

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# YOOX GROUP



## 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](http://yoox.com) and [thecorner.com](http://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 and Japan 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 authorized dealers, [yoox.com](http://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](http://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](http://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.