



PRESS RELEASE

pursuant to Article 84-bis, paragraph 5 of Consob Regulation No. 11971 of 14 May 1999, as subsequently amended and supplemented

YOOX S.p.A.:

Stock option granting related to the YOOX S.p.A. 2009 - 2014 Stock Option Plan

Zola Predosa (BO), 12 March 2012 - YOOX S.p.A. ("YOOX" or the "Company") hereby announces that today the Board of Directors of the Company, in accordance with the YOOX S.p.A. 2009 - 2014 Stock Option Plan Regulation, approved by the Ordinary Shareholders Meeting on 8 September 2009, has decided to grant on a three-year basis, to 273 beneficiaries, 8,058 stock options (the "options"), valid for the subscription of 419,016 ordinary YOOX shares (in the ratio of 52 new shares for each option exercised) at a subscription price per share of Euro 9.85. The aforementioned subscription price corresponds to the weighted average of the prices recorded by ordinary YOOX shares on the *Mercato Telematico Azionario*, the Italian screen-based trading system organised and managed by Borsa Italiana S.p.A., during the 30 (thirty) trading days prior to the option granting date.

For further information about the terms and conditions of the YOOX S.p.A. 2009 - 2014 Stock Option Plan and the characteristics of the financial instruments granted, please 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 is Annex 3A, Schedule 7, Table 1 of the Issuers' Regulation, updated as of 12 March 2012.

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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 multi-brand stores yoox.com, thecorner.com, the new online destination shoescribe.com as well as with numerous mono-brand Online stores, such as zegna.com, armani.com and diesel.com, all “Powered by YOOX Group”. The Group has offices and operations in Europe, the United States, Japan, China and Hong Kong and delivers to more than 100 countries worldwide.

yoox.com, established in 2000, is the leading virtual store for multi-brand fashion and design in the world. Thanks to long-standing direct relationships with designers, manufacturers and official retailers worldwide, yoox.com offers a never-ending selection of products that are hard-to-find elsewhere, including: an edited range of end-of-season clothing and accessories from the world’s most prestigious designers, exclusive capsule collections, eco-friendly fashion, a unique assortment of home design objects, rare vintage finds and art books.

thecorner.com is the online boutique showcasing a selection of cutting-edge fashion and accessories for men and women through dedicated mini-stores. The basis of this trailblazing retail concept is the “corner” - a mini-store and creative platform for designers to feature their latest collections alongside multimedia content - where visitors fully experience the designers’ world and inspirations.

shoescribe.com, launched in 2012, is the online destination for women dedicated entirely to shoes and everything that surrounds them: a wide-ranging and carefully edited assortment including everything from top designer names to researched niche brands complemented by unique and interesting editorial content and exclusive shoe-related services.

Since 2006, YOOX Group designs and manages mono-brand Online Stores for 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 customized 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 3A of the Issuers' Regulation

Date: 12 March 2012

Name or category	Position	BOX 2							
		Stock options (option grant)							
		<u>SECTION 1</u>							
		Options relating to outstanding plans approved on the basis of previous shareholder resolutions							
		Date of shareholder resolution	Description of the security	Number of securities underlying options granted but which are not yet eligible to be exercised	Number of securities underlying options which are eligible to be exercised, but which have not yet been exercised	Date on which the relevant body granted the options	Strike price (*)	Market price of the securities on the grant date	Expiry date of the options
Federico Marchetti	<i>Chairman and CEO of YOOX S.p.A.</i>	8 September 2009	Options on YOOX shares with physical settlement	1,000,064 YOOX ordinary shares	500,032 YOOX ordinary shares	11 March 2010 (Board of Directors) 27 January 2010 (Compensation)	Euro 277.68	Euro 5.55	31 December 2014



						Committee)			
Alberto Grignolo	<i>General Manager</i> Director of Mishang Trading co. Ltd President of YOOX ASIA Ltd	8 September 2009	Options on YOOX shares with physical settlement	166,712 YOOX ordinary shares	83,356 YOOX ordinary shares	11 March 2010	Euro 277.68	Euro 5.55	31 December 2014
Others Directors of YOOX (n.3)	/	8 September 2009	Options on YOOX shares with physical settlement	266,864 YOOX ordinary shares	133,432 YOOX ordinary shares	11 March 2010	Euro 277.68	Euro 5.55	31 December 2014
Francesco Guidotti	<i>Chief Financial Officer</i>	8 September 2009	Options on YOOX shares with physical settlement	233,480 YOOX ordinary shares	116,740 YOOX ordinary shares	1 July 2010	Euro 305.24	Euro 5.51	31 December 2014
Moritz Hau	Vice President of YOOX Corporation	8 September 2009	Options on YOOX shares with physical settlement	33,384 YOOX ordinary shares	16,692 YOOX ordinary shares	1 July 2010	Euro 305.24	Euro 5.51	31 December 2014



Moritz Hau	Vice President of YOOX Corporation	8 September 2009	Options on YOOX shares with physical settlement	25,116 YOOX ordinary shares	/	9 May 2010	Euro 578.24	Euro 12.12	31 December 2014
Rita Man	Director of YOOX ASIA Ltd	8 September 2009	Options on YOOX shares with physical settlement	100,152 YOOX ordinary shares	/	9 May 2010	Euro 578.24	Euro 12.12	31 December 2014
Others Directors of YOOX (n.1)	/	8 September 2009	Options on YOOX shares with physical settlement	33,384 YOOX ordinary shares	16,692 YOOX ordinary shares	11 March 2010	Euro 277.68	Euro 5.55	31 December 2014
Other Directors of YOOX (n.4)	/	8 September 2009	Options on YOOX shares with physical settlement	100,256 YOOX ordinary shares	50,128 YOOX ordinary shares	1 July 2010	Euro 305.24	Euro 5.51	31 December 2014
4 employees	/	8 September 2009	Options on YOOX shares with physical	83,616 YOOX ordinary shares	41,808 YOOX ordinary shares	1 July 2010	Euro 305.24	Euro 5.51	31 December 2014



			settlement						
1 consultant	/	8 September 2009	Options on YOOX shares with physical settlement	33,384 YOOX ordinary shares	16,692 YOOX ordinary shares	23 September 2010	Euro 360.88	Euro 7.60	31 December 2014
8 employees	/	8 September 2009	Options on YOOX shares with physical settlement	54.080 YOOX ordinary shares	30.420 YOOX ordinary shares	16 December 2010 (Board of Directors)	Euro 407.16	Euro 8.43	31 December 2014
						3 December 2010 (Compensation Committee)			
1 consultant	/	8 September 2009	Options on YOOX shares with physical settlement	100,152 YOOX ordinary shares	/	9 February 2011 (Board of Directors)	Euro 489.32	Euro 9.78	31 December 2014
						9 February 2011 (Compensation Committee)			
Others Directors YOOX (n.1)	/	8 September 2009	Options on YOOX shares with	50,076 YOOX	/	9 May 2011	Euro 578.24	Euro 12.12	31 December 2014



			physical settlement	ordinary shares					
2 employees	/	8 September 2009	Options on YOOX shares with physical settlement	50,232 YOOX ordinary shares	/	9 May 2011	Euro 578.24	Euro 12.12	31 December 2014
Others Directors YOOX (n. 1)	/	8 September 2009	Options on YOOX shares with physical settlement	100,152 YOOX ordinary shares	/	20 September 2011 (Board of Directors)	Euro 521.56	Euro 11.71	31 December 2014
						16 September 2011 (Compensation Committee)			
1 consultant	/	8 September 2009	Options on YOOX shares with physical settlement	50,076 YOOX ordinary shares	/	20 September 2011 (Board of Directors)	Euro 521.56	Euro 11.71	31 December 2014
						16 September 2011 (Compensation Committee)			
Others Directors YOOX (n. 2)	/	8 September 2009	Options on YOOX	66,768 YOOX	/	8 February 2012	Euro 441.48	Euro 9.51	31 December 2014



			shares with physical settlement	ordinary shares					
Giuseppe Guillot	Chief Operating Officer	8 September 2009	Options on YOOX shares with physical settlement	166,712 YOOX ordinary shares	/	8 February 2012	Euro 441.48	Euro 9.51	31 December 2014
Federico Marchetti	<i>Chairman and CEO of YOOX S.p.A.</i>	8 September 2009	Options on YOOX shares with physical settlement	100,152 YOOX ordinary shares	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014
Alberto Grignolo	<i>General Manager</i> Amministratore di Mishang Trading co. Ltd Presidente di YOOX ASIA Ltd	8 September 2009	Options on YOOX shares with physical settlement	8,424 YOOX ordinary shares	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014
Francesco Guidotti	<i>Chief Financial Officer</i>	8 September 2009	Options on YOOX shares with physical	6,240 YOOX ordinary	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014



			settlement	shares					
Giuseppe Guillot	Chief Operating Officer	8 September 2009	Options on YOOX shares with physical settlement	6,084 YOOX ordinary shares	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014
Others Directors YOOX (n. 17)	/	8 September 2009	Options on YOOX shares with physical settlement	77,064 YOOX ordinary shares	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014
Moritz Hau	Vice Presidente di YOOX Corporation	8 September 2009	Options on YOOX shares with physical settlement	4,056 YOOX ordinary shares	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014
251 employees	/	8 September 2009	Options on YOOX shares with physical settlement	216,996 YOOX ordinary shares	/	12 March 2012	Euro 521.20	Euro 10.95	31 December 2014

(*) Note that under the 2009 - 2014 Stock Option Plan, each stock option granted entitles the beneficiary to subscribe for 52 (fifty-two) YOOX S.p.A. ordinary shares. Therefore, to calculate the strike price of each stock option, the subscription price of each YOOX S.p.A. ordinary share must be multiplied by 52 (fifty-two).