



## PRESS RELEASE

**YOOX S.p.A.:**

### **Share buyback programme launched to service the YOOX S.p.A. 2009-2014 Incentive Plan**

*Zola Predosa (BO), July 13, 2010* – **YOOX S.p.A.** (MTA, STAR: YOOX) hereby announces the launch of a share buyback programme in accordance with the resolution passed by the shareholders' meeting of October 7, 2009 and the Board of Directors meeting of July 1, 2010.

The programme is intended to create the supply of shares necessary to service the 2009-2014 Incentive Plan for employees of YOOX S.p.A. and its subsidiaries, approved by the shareholders' meeting of September 8, 2009. For more information on the 2009-2014 Incentive Plan, please see the information document prepared pursuant to article 84-bis of Consob Regulation 11971/1999 held at the Company headquarters, and available in the Corporate Governance section of the Company website [www.yooxgroup.com](http://www.yooxgroup.com).

Specifically, and in accordance with the decisions of the Board of Directors' meeting of July 1, 2010, the programme relates to the purchase of ordinary YOOX S.p.A. shares without nominal value, up to a maximum of **312,000 shares**, or **0.6107%** of the current share capital.

The authorisation to carry out the purchases has a **maximum duration** of 18 months from the beginning of trading of ordinary YOOX S.p.A. shares on the Star segment of the screen-based equity market (Mercato Telematico Azionario) on December 3, 2009, that is until **June 3, 2011**.

In accordance with article 132 of Legislative Decree 58/1998 and article 144-bis of Consob Regulation 11971/1999, the transactions will be carried out through purchases on the market regulated by Borsa Italiana S.p.A., following the operational procedures established in the market organisation and management regulations, which do not allow purchases to be matched directly with sales offers.

The purchases will be implemented in accordance with the operating conditions established by market practice regarding the purchase of own shares for the creation of a "bank of shares" allowed by article 180, paragraph 1c) of Legislative Decree 58/1998 and article 5 of Regulation (EC) 2273/2003, with reference to the limits on both volumes and price. Furthermore, the unit price may not be lower than 15% less or higher than 15% more than the official price recorded by the YOOX share on the trading day preceding each purchase transaction.

To date, YOOX S.p.A. has purchased, through Mediobanca Banca di Credito Finanziario S.p.A., from July 2, 2010 to July 7, 2010, a total of **62,000 ordinary YOOX S.p.A. shares**, equivalent to **0.1214%** of the current share capital, at an **average unit price of Euro 5.836485** per share including fees, for a **total amount of Euro 361,862.06**.

Note that at the start of the programme, YOOX did not hold any own shares.



The table below shows the details of the purchases made during the period mentioned above:

Transaction date	No. of shares	% Share capital	Gross average unit price (Euro)	Total value (Euro)
02/07/2010	22,000	<b>0.0431</b>	5.663057	<b>124,587.27</b>
05/07/2010	4,500	<b>0.0088</b>	5.698469	<b>25,643.12</b>
07/07/2010	35,500	<b>0.0695</b>	5.961455	<b>211,631.67</b>
<b>Total</b>	<b>62,000</b>	<b>0.1214</b>	<b>5.836485</b>	<b>361,862.06</b>

Any further transactions carried out will be announced to the market in accordance with the terms and procedures established by the laws in force.

*For further information:*

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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 2000, [yoox.com](http://yoox.com) is the virtual boutique of Multi-brand fashion & design. Thanks to direct relationships with designers, manufacturers and authorised dealers, [yoox.com](http://yoox.com) is a source of ranges and styles that are difficult to find in traditional shops. Ongoing research into new creative possibilities makes [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 affordable prices, vintage collectibles, special editions and a unique assortment of books and design.

Launched in 2008, [thecorner.com](http://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.