



## PRESS RELEASE

### Clarifications in response to press rumours

Zola Predosa (BO), 17 May 2012 - YOOX S.p.A. (MTA, STAR: YOOX) states that it is currently holding commercial discussions with PPR SA, which form part of the two Groups' normal business activities, to examine the possibility of working together on an e-commerce project. No definitive agreement has been signed to date.

*For further information:*

Silvia Scagnelli  
**Investor Relations**  
YOOX Group  
Tel.: +39 02 83112811  
[investor.relations@yoox.com](mailto:investor.relations@yoox.com)

**Image Building**  
Simona Raffaelli, Emanuela Borromeo  
Tel.: +39 02 89011300  
[yoox@imagebuilding.it](mailto:yoox@imagebuilding.it)



## **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](http://yoox.com), [thecorner.com](http://thecorner.com), the new online destination [shoescribe.com](http://shoescribe.com) as well as with numerous mono-brand Online Stores, such as [zegna.com](http://zegna.com), [armani.com](http://armani.com) and [diesel.com](http://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](http://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.

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