

YOOX NET-A-PORTER GROUP CELEBRATES RECORD-BREAKING THANKSGIVING HOLIDAYS

**Highest sales on record for YOOX NET-A-PORTER GROUP with growth of 50%¹ during the Thanksgiving holidays², with
41% of purchases made via mobile devices
1 order every 1.4 seconds, 1 item sold each second on Cyber Monday**

Milan, 1 December 2015 - YOOX NET-A-PORTER GROUP (MTA: YNAP), the world's leading online luxury fashion retailer, kicks off the holiday season by hitting record sales during the Thanksgiving Holidays:

- **Black Friday** and **Cyber Monday** marked the **highest and second highest sales days on record** for YOOX NET-A-PORTER GROUP respectively, with **Black Friday sales soaring 82%** compared to 2014
- The **best seller** was **Sam Edelman suede over-the-knee boots** available at net-a-porter.com
- The **most expensive item** sold was **Kimberly McDonald 18-karat gold, crystal opal and diamond earrings**, purchased by a customer in San Francisco for US\$27,307. In terms of clothing, the **most expensive item** sold was a **Saint Laurent Asymmetric zebra-print sequined wool mini dress** for US\$14,943 purchased by a customer in Phoenix (Arizona)
- The Group's online stores received orders from far and wide – from Santa Claus's home town of Rovaniemi in Finland to the sunny shores of New Zealand. On Cyber Monday, YOOX NET-A-PORTER GROUP received **1 order every 1.4 seconds** and **over 1 item was sold each second**
- **North America accounted for the greatest share of sales**, followed by the UK. Over the Thanksgiving weekend, **North America also achieved the highest sales growth**, with a **101%** increase compared to 2014.
- **Shopping via mobile devices stole the show** during the Thanksgiving holidays, demonstrating that our shoppers are increasingly turning to their handhelds
 - **41% of sales were made via mobiles over the 5 days**
 - Over the 5 days, **Japan** was the **most mobile country** with **48%** of sales from mobile devices, a **growth of 186%** vs last year
 - In Europe, **Italy was the most mobile country** with **54%** of sales coming from smartphones and tablets on Cyber Monday
 - Overall, smartphones beat tablets, with **smartphones** making up the lion's share of sales, contributing over **60% of mobile sales** over the 5 days
 - The most mobile online store over Thanksgiving holidays was yoox.com with **46%** of sales from mobile devices

"YOOX-NET-A-PORTER GROUP's record-breaking sales days on Black Friday and Cyber Monday is the first spectacular achievement of our new Group, confirming that luxury retailing is not only about great vision and good ideas, but also about flawless execution driven by excellent teamwork! Thanks to everybody for the outstanding results accomplished all together and to our loyal customers for shopping with us."

- said Federico Marchetti, Chief Executive Officer of YOOX NET-A-PORTER GROUP

¹ YOOX NET-A-PORTER GROUP data is calculated as the sum of the historical data of YOOX Group and of THE NET-A-PORTER GROUP

² The period from Thanksgiving to Cyber Monday

YOOX NET-A-PORTER GROUP

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YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is the result of a game-changing merger which in October 2015 brought together YOOX GROUP and THE NET-A-PORTER GROUP, two companies that revolutionized the luxury fashion industry since their birth in 2000.

YOOX NET-A-PORTER GROUP is a unique business with an unrivalled offering including multi-brand in-season online stores NET-A-PORTER.COM, MR-PORTER.COM, THECORNER.COM, SHOESCRIBE.COM, multi-brand off-season online stores YOOX.COM and THE-OUTNET.COM, as well as numerous ONLINE FLAGSHIP STORES, all Powered by YOOX NET-A-PORTER GROUP. Through a joint venture established in 2012, YOOX NET-A-PORTER GROUP has partnered with Kering to manage the ONLINE FLAGSHIP STORES of several of the French Group's luxury brands.

Uniquely positioned in the high growth online luxury sector, YOOX NET-A-PORTER GROUP has an unrivalled client base of more than 2 million high-spending customers, 24 million monthly unique visitors worldwide and combined 2014 net revenues of €1.3 billion. The Group has offices and operations in the United States, Europe, Japan, China and Hong Kong and delivers to more than 180 countries around the world. YOOX NET-A-PORTER GROUP is listed on the Milan Stock Exchange as YNAP. For further information: www.ynap.com