

NET-A-PORTER APPOINTS MANAGING DIRECTOR

London, 9 September 2016 – YOOX NET-A-PORTER GROUP today announces the appointment of Matthew Woolsey as Managing Director of NET-A-PORTER, the world's premier online luxury fashion destination.

Woolsey will be responsible for the day-to-day management of NET-A-PORTER, further developing the outstanding combination of content and commerce that has defined the brand since launch, and he will be driving its international growth.

Woolsey will oversee the content, marketing and buying functions for NET-A-PORTER, drawing on the company's culture of innovation, its longstanding relationships with global luxury brands and its ability to deliver exceptional customer experiences around an inspiring and curated offering.

Based in YOOX NET-A-PORTER GROUP's London headquarters, Woolsey will report to Alison Loehnis, President of NET-A-PORTER and MR PORTER, and joins the Group Executive Team. Loehnis continues to lead the strategic direction and vision of NET-A-PORTER and MR PORTER.

Prior to his appointment, Woolsey was Executive Vice President of Digital for Barneys New York, the US luxury retailer, where he oversaw the tripling of Barneys' digital business in four years with an emphasis on mobile, personalization and editorial.

Woolsey's appointment is a key milestone in NET-A-PORTER's growth strategy and demonstrates YNAP's strong commitment to delivering on its [Five Year Plan](#) unveiled in July 2016.

"I am delighted to join NET-A-PORTER and build on its track record of continuously reinventing luxury retail. The creativity and desire of the team to set new standards will allow us to bring new experiences to our brands and customers."

- commented Matthew Woolsey, Managing Director of NET-A-PORTER

"Matthew is an outstanding talent with a track record of excellence in areas core to our business. His background in journalism, tech and e-commerce defines him as a true 21st century leader with a clear vision of how best to harness technology to enhance service and customer experience."

"Matthew's understanding of both an American and international luxury fashion customer will serve him well in his new role managing NET-A-PORTER's global business. Alongside Toby Bateman at MR PORTER we have two exceptional talents driving our businesses forward to an exciting future."

- commented Alison Loehnis, President of NET-A-PORTER & MR PORTER

YOOX NET-A-PORTER GROUP

Finsbury

Edward Simpkins and James Thompson

T: +44 (0) 207 251 3801

YNAP@Finsbury.com

Notes to Editors

ABOUT YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP is the world's leading online luxury fashion retailer. The Group is a Global company with Anglo-Italian roots, the result of a game-changing merger, which in October 2015, brought together YOOX GROUP and THE NET -A-PORTER GROUP; the two companies had 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](#) and [MR PORTER](#), and multi-brand off-season online stores [YOOX](#) and [THE OUTNET](#), as well as numerous ONLINE FLAGSHIP STORES, all "Powered by YNAP". 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 2.5 million high-spending customers, 27 million monthly unique visitors worldwide and combined 2015 net revenues of €1.7 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.

ABOUT NET-A-PORTER

NET-A-PORTER launched in June 2000 and has since established itself as the world's premier online luxury fashion destination. A pioneer of innovation, NET-A-PORTER speaks to a global monthly audience of 6 million female luxury consumers, fans and followers via the weekly shoppable digital magazine THE EDIT, powered by NET-A-PORTER, and PORTER Magazine, the game-changing luxury fashion magazine powered by NET-A-PORTER that combines the intimacy of print with a state-of-the-art digital shopping experience and THE NET SET, the world's first shoppable social media platform powered by NET-A-PORTER. NET-A-PORTER is presented in the style of a fashion magazine, is renowned for its unparalleled edit comprising more than 450 of the world's most coveted designer brands, including Saint Laurent, Prada, Chloe, Givenchy, Valentino, Dolce & Gabbana, Gucci and Stella McCartney, over 190 specialist beauty brands within NET-A-SPORTER. NET-A-PORTER champions unparalleled customer service – offering express worldwide shipping to more than 170 countries (including same-day delivery to Manhattan, London and Hong Kong and next-day delivery to the UK, US, Germany, France, Australia and Singapore), a seamless shopping experience across mobile, tablet, desktop, email and telephone, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days.