

YOOX NET-A-PORTER GROUP's mobile sales to overtake desktop for first time over Cyber Weekend

LONDON, 24 NOVEMBER 2016 – YOOX NET-A-PORTER GROUP S.p.A. (MTA: YNAP), the world's leading online luxury fashion retailer, is planning for record sales this Cyber Weekend, beginning Black Friday and ending Cyber Monday, when it expects sales made on mobile devices will exceed those made on desktop – a first for the Group and key milestone for the luxury fashion industry.

The Group expects to receive one order almost every second this Monday, with more than one in two coming from a mobile device.

Consumers traditionally make more purchases on mobile devices over Cyber Weekend – one of the busiest shopping weekends globally – as they are away from the workplace and often on the move with more opportunities to shop via mobile.

In 2015, YNAP's mobile sales peaked over Cyber Weekend at 41% and the Group expects its stronger offer of native apps, enhanced experiences across its four core websites – NET-A-PORTER, MR PORTER, THE OUTNET AND YOOX – and improved marketing will drive mobile to overtake desktop this weekend.

Emerging ecommerce markets lead the way in luxury sales via mobile devices. 55% of YNAP's sales in the Middle East¹ are already made via mobile followed closely by 47% in APAC².

While the smartphone is the preferred mobile device for shopping globally, the tablet remains an important tool in the US, UK and Italy, with 14% of sales made via the device in these markets combined.

YNAP's expectations for Cyber Weekend are in line with its 5-year strategy to become a mobile-only company.

Matthew Keylock, Director of Data Insights at YOOX NET-A-PORTER GROUP, commented:

"This year's Cyber Weekend is shaping up to be most mobile-centric in YNAP's 16-year history. Mobile devices are the most personal computers ever produced, allowing shoppers to interact, browse and buy their favourite brands whenever and wherever they want."

"In 2009, when we launched the first-ever shoppable iOS app, mobile made up less than 1% of our total sales. But fast forward to today we expect mobile to overtake traditional online sales this Cyber Weekend, when we can use the incredible depth of data to give customers a highly-personalised, relevant and exciting mobile offer."

¹ Countries include: Bahrain, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia and the UAE

² Countries include: Australia, Bangladesh, Bhutan, Brunei, Cambodia, China, Guam, HK, India, Indonesia, Japan, Laos, Macau, Malaysia, Maldives, Mongolia, Nepal, NZ, Pakistan, Papua New Guinea, Philippines, Singapore, South Korea, Sri Lanka, Taiwan ROC, Thailand and Vietnam

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 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.