

YOOX NET-A-PORTER GROUP JOINS WALPOLE TO GROW BRITISH LUXURY INDUSTRY

London, 14 December 2016 – YOOX NET-A-PORTER GROUP S.p.A (MTA: YNAP) (“YNAP”) is delighted to become the latest member of Walpole, the unique alliance of British luxury brands.

The membership includes YOOX NET-A-PORTER GROUP as an international member as well as its multi-brand retailers NET-A-PORTER, MR PORTER and THE OUTNET, each of which is listed individually as a member and will actively participate in the community bringing new expertise to the British luxury alliance.

Walpole’s invitation to join the prestigious community of over 170 British luxury brands is a testament to YOOX NET-A-PORTER GROUP’s position as the world’s leading online luxury fashion retailer.

Walpole and YOOX NET-A-PORTER GROUP will work closely to nurture new talent and drive growth in the UK luxury marketplace.

“Many of the qualities of British luxury such as creativity and expert know-how that Walpole promotes, protects and develops reflect those at the core of YNAP’s strategic ambitions: we thrive on a combination of customer-centric innovation, content and impeccable service.”

- commented Bruno-Roland Bernard, Corporate & Financial Communications Director of
YOOX NET-A-PORTER GROUP

“We are thrilled to welcome YOOX NET-A-PORTER GROUP as a member of Walpole. The business has revolutionised the online luxury fashion industry and we look forward to working closely with the luxury pure-play group.”

- commented Michael Ward, Chairman of Walpole

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.

In November 2016, YOOX NET-A-PORTER GROUP joined forces with Symphony Investments, an entity controlled by Mohamed Alabbar, establishing a ground-breaking joint venture to create the Middle East's undisputed leader for online luxury retail.

For further information: www.ynap.com

WALPOLE

Walpole is a unique alliance of 170 of Britain's finest luxury brands, including Burberry, Alexander McQueen, Rolls-Royce, Boodles, Harrods and Jimmy Choo.

Walpole promotes, protects and develops the unique qualities of UK luxury: the long tradition, rich heritage, superior craftsmanship, innovation, design, style, and impeccable service at the heart of the industry – currently worth over £32 billion to the UK economy, a leading creator of jobs and major contributor to the British economy.

Dedicated to nurturing the next generation of Britain's luxury brands, Walpole also runs the annual mentoring programmes Brands of Tomorrow, Crafted and the Programme in Luxury Management at London Business School. These initiatives connect Britain's most talented up-and-coming entrepreneurs, craftsmen and leaders with a network of senior mentors from Walpole's established membership.

www.thewalpole.co.uk