YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP PROMOTES DIGITAL EDUCATION, ACTIVELY SUPPORTING THE "HOUR OF CODE"

YNAP'S TECHNOLOGY EXPERTS WILL HOLD CODING SESSIONS FOR STUDENTS IN THE UK AND ITALY DURING COMPUTER SCIENCE EDUCATION WEEK, 5-11 DECEMBER.

Milan, 5 December 2016 – **YOOX NET-A-PORTER GROUP** ("YNAP"), the world's leading online luxury fashion retailer, is taking part in the **Hour of Code** initiative, the biggest technology learning event globally created by the non-profit association Code.org to raise awareness of computer science and teach people the basic skills of computer programming. YNAP is keen to encourage the adoption of digital skills by the younger generation and fully recognises that education is a key driver to achieve this goal.

The **Hour of Code** takes place 5-11 December 2016 during Computer Science Education Week and involves tens of millions of kids aged 4 and beyond and adults, with over 100,000 events being held in more than 180 countries.

"The demands of tomorrow's workplace are rapidly changing and it is critically important that we equip future generations with the skills they need to thrive. Our tech teams in the UK and Italy look forward to being part of the Hour of Code, sharing their passion for combining creativity and technology to code the future"

- commented Alex Alexander, Chief Information Officer, YOOX NET-A-PORTER GROUP

YOOX NET-A-PORTER GROUP will actively participate in the Hour of Code by offering lessons **in the UK and Italy.** Experts from YNAP's technology team in London and Bologna will teach coding to children and young people aged 4 to 16 at a number of primary and secondary schools, higher learning and training centres in London, Milan and Bologna – the cities where the Group has its principal offices.

The scheme provides students with the opportunity to learn the fundamentals of programming and a chance to engage with computer science, testing out coding programs that will allow them to develop new innovations themselves.

The aim is to spread the basic technical knowledge required to understand coding processes and to enhance computational thinking skills – the logical aptitude and ability to solve problems creatively and efficiently, important qualities for younger generations living in an increasingly digital future.

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

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.