

YOOX NET-A-PORTER GROUP AND IMPERIAL COLLEGE LONDON INSPIRE CHILDREN TO GET CODING

INITIATIVE AIMS TO BOOST DIGITAL SKILLS, PARTICULARLY AMONG GIRLS, AND DEVELOP
A DIVERSE TALENT POOL OF FUTURE INNOVATORS

London, 27 June 2017 – YOOX NET-A-PORTER GROUP S.p.A (MTA: YNAP) has partnered with Imperial College London to boost digital skills among young children, particularly girls.

The project – ‘Imperial CodeLab powered by YOOX NET-A-PORTER GROUP’ (CodeLab) aims to introduce children to computer science, including teaching the basics of coding, with a particular focus on the West London community.

Targeted at children between the ages of 8 and 14, with a focus on girls, CodeLab aims to tackle the lack of diversity and gender equality within the technology industry.

As well as its focus on improving opportunities for girls, the programme is open to pupils from other under-represented groups in the area.

Classes will take place at YNAP’s state-of-the-art Tech Hub in White City - which is fast becoming a burgeoning centre for technology and creativity - and Imperial College London - one of the world’s leading universities.

Children will be taught JavaScript to build their own games and apps, developing their aptitude and ability to solve problems in a creative environment.

Over 700 children will have the opportunity to attend the free weekly classes taught by students from Imperial’s Department of Computing who will be remunerated for their teaching time, using a curriculum that has been carefully designed alongside YNAP developers.

“We are proud to join forces with Imperial College London for Codelab and play our part in promoting digital literacy. With CodeLab, we want to inspire young children, and especially girls, to develop their digital skills, helping to create the next generation of future innovators.”

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

“We live in the digital age, where technology is crucial to our day-to-day lives. If we are to make sure that technology works for everyone, we need a diverse talent pool of coders and computer scientists.”

- commented Susan Eisenbach, Professor of Computing, Imperial College London

MEDIA CONTACTS

Finsbury

Ed Simpkins & James Thompson

T: +44 (0) 207 251 3801

YNAP@Finsbury.com

YOOX NET-A-PORTER GROUP

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.

In 2016, YOOX NET-A-PORTER GROUP joined forces with Symphony, an entity controlled by Mohamed Alabbar's family, to establish a groundbreaking 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 2.9 million high-spending customers, 29 million monthly unique visitors worldwide and combined 2016 net revenues of €1.9 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.

The partnership with Imperial is part of YNAP's sustainability vision and its commitment to support digital education. Discover more here: <http://www.ynap.com/pages/sustainability/>

For further information: www.ynap.com | LinkedIn: [YOOX NET-A-PORTER GROUP](#) | Twitter: [@YNAP](#)

ABOUT IMPERIAL COLLEGE LONDON

Imperial College London is one of the world's leading universities. The College's 16,000 students and 8,000 staff are expanding the frontiers of knowledge in science, medicine, engineering and business, and translating their discoveries into benefits for society.

Founded in 1907, Imperial builds on a distinguished past – having pioneered penicillin, holography and fibre optics – to shape the future. Imperial researchers work across disciplines to improve health and wellbeing, understand the natural world, engineer novel solutions and lead the data revolution. This blend of academic excellence and its real-world application feeds into Imperial's exceptional learning environment, where students participate in research to push the limits of their degrees.

Imperial collaborates widely to achieve greater impact. It works with the NHS to improve healthcare in west London, is a leading partner in research and education within the European Union, and is the UK's number one research collaborator with China.

Imperial has nine London campuses, including its White City Campus: a research and innovation centre that is in its initial stages of development in west London. At White City, researchers, businesses and higher education partners will co-locate to create value from ideas on a global scale.

www.imperial.ac.uk