

YOOX NET-A-PORTER GROUP SEES MOBILE ORDERS SURGE DURING CYBER WEEKEND

- MOBILE ORDERS ACCOUNTED FOR TWO THIRDS OF SALES ON SUNDAY
- ORDERS PEAKED AT ONE PER SECOND ON BLACK FRIDAY
- CUSTOMERS EMBRACE FINE JEWELLERY AND WATCHES AS TREND FOR SELF-GIFTING IN HARD LUXURY TAKES HOLD

29 NOVEMBER 2017 – YOOX NET-A-PORTER GROUP S.p.A (MTA: YNAP), the world's leading online luxury fashion retailer, saw a significant rise in purchases made on mobile devices as the festive season kicked-off, with the proportion of sales reaching 66% on Sunday, an all-time high.

There was a surge in customers making their first order via the Group's apps, with the YOOX iOS app trending in Italy and ranked number one in the "Shop until you Drop" section of the App store.

The growing trend toward self-gifting in hard luxury and party wear was a notable feature of sales. In Hard Luxury, the highest priced item sold on NET-A-PORTER was a diamond bracelet for £38,000. Earrings sold particularly well over the weekend, including a single diamond ear cuff, priced at £20,000. Hard Luxury performed very well in the US, boosted by the launch of new fine jewellery collections. Female customers focused their attentions on the upcoming party season, with sales of evening wear - one of the fastest growing categories - continuing to rise, including two gowns sold at £9,000 apiece.

Leather jackets, winter coats and blazers all proved popular with MR PORTER's customers, with tuxedos selling particularly well in the US. Fine watches also performed very well, driven by recent brand launches, including TAG Heuer, Piaget and Jaeger-LeCoultre.

YNAP's robust and fully scalable in-house technology and logistics capabilities reliably processed orders which peaked at one every 0.8 seconds on Black Friday. Thanks to the Group's state-of-the-art infrastructure, orders will be available for delivery right up until the Christmas weekend.

-ENDS-

YOOX NET-A-PORTER GROUP

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NOTES TO EDITORS

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 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 2.9 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, Middle East, 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

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