

## YOOX NET-A-PORTER GROUP GOES BACK TO SCHOOL AGAIN TO SUPPORT 'HOUR OF CODE' AND DIGITAL EDUCATION

- ACTIVITIES ARE PART OF THE GROUP'S WIDER COMMITMENT TO INCREASE ACCESS TO DIGITAL SKILLS
- YNAP HAS HELPED EDUCATE OVER 1400 STUDENTS GLOBALLY SO FAR IN 2017

**5 DECEMBER 2017** – YOOX NET-A-PORTER GROUP S.p.A (MTA: YNAP), the world's leading online luxury fashion retailer, is further demonstrating its commitment to support digital education by again participating in the Hour of Code initiative, the biggest technology learning event worldwide founded by Code.org, a non-profit organisation that promotes computer programming skills.

Hour of Code takes place 4-10 December during Computer Science Education Week and involves tens of millions of students in more than 180 countries, with about 100,000 events registered this year (1200 in the UK).

YNAP's technologists will visit schools in both Bologna and London, where they will lead coding classes, assist IT teachers and give inspirational talks. In London, YNAP's volunteers will visit schools local to the company's new tech hub in White City. In Italy, in partnership with Fondazione Golinelli, YNAP will be volunteering in local schools and hosting public workshops for younger children aged between 6 and 10.

After successfully participating in last year's Hour of Code, YNAP is once again at the forefront of the global effort to raise awareness on the importance of digital skills in the classroom. By bringing coding to primary and secondary schools, YNAP aims to prepare the younger generation for the jobs of tomorrow as well as giving access to technology education to a wider community.

In 2017, through its commitment to increase access to digital skills, YNAP has helped educate over 1400 students globally. This includes 400 children who have participated in Imperial Codelab, YNAP's digital skills partnership with Imperial College London. Of those children taking part, 70% were girls and 15% were on free school meals. In Italy, through the partnership with Fondazione Golinelli, over 1000 students have benefited from education workshops to discover more about coding and digital technology in Bologna, where classes included robotics, visual coding and virtual reality.

YOOX NET-A-PORTER GROUP is a member of the European Commission's Digital Skills and Jobs Coalition, set up to provide training for digital jobs for 1 million young people by 2020.

*"We are extremely pleased to be involved once again with Hour of Code, which highlights the importance of providing children with strong digital knowledge. As the job market becomes more digital and competitive by the day, it's important that we provide the younger generations with the relevant skills they need."*

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

# 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](http://www.ynap.com)

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