



PRESS RELEASE

ITALIAONLINE LAUNCHES LIBERO CLUB

Milan, 14th October 2021

Libero Club is the new Italiaonline marketplace that offers its customers exclusive products and offers from leading Italian and international brands, all at super-cheap prices.

Clothing, accessories, home furnishings, electronics, sports and leisure articles, and children's products are just some of the categories on Libero Club. In addition to these, there are flash sales, gift cards to give away or buy for yourself, and experience packages for all occasions: trips, gourmet tastings, wellness treatments, with exclusive solutions, always at very discounted prices.

The catalogue is updated continuously, with new offers every day and discounts of up to 70%.

Payment is made directly online in a safe and secure way by credit card or PayPal and the products are delivered in a very short time. If the product does not meet your expectations or you change your mind, you have 14 days to return the product or ask for a refund.

Registration is completely free and can be done with a Libero or Virgilio or any other email address.

"Libero Club is the culmination of a process of enrichment of the offer of the Libero and Virgilio portals that began two years ago, thanks to which our users can now use e-mail, get information and entertainment on our vertical magazines, use the services of the personal cloud to manage their digital life, make online payments avoiding unnecessary queues at counters and, finally, make purchases at discounted prices. The launch of the service at this particular time of year is no coincidence: we are entering the so-called peak shopping season which, between black friday and cyber monday, will accompany us until the Christmas period," commented Domenico Pascuzzi, Marketing Director Publishing at Italiaonline. "Also in 2021, ecommerce products will register further double-digit growth, a sign that Italians are becoming more confident about online purchases. This is a sign that Italians are becoming more confident about online shopping. Moreover, brands are also investing heavily in enhancing their operational processes and the interaction between physical and digital channels in an omnichannel perspective. Key success factors are undoubtedly the transparency of prices and general conditions of sale, the richness of the catalogue, ease





of use and, of course, the competitiveness of the price, all factors that have guided the birth and launch of our Libero Club".

NB This is a translation of the Italian press release

ITALIAONLINE

Italiaonline è la più grande internet company del Paese, presente in tutto il territorio nazionale. Opera nei segmenti Consumer, PMI e Grandi Clienti.

Nel segmento Consumer con i brand Libero, Virgilio, DiLei, QuiFinanza, Supereva, Buonissimo, SiViaggia, Pagine Bianche, Pagine Gialle, PgCasa, TuttoCittà e altri - Italiaonline raggiunge ogni giorno 10,2 milioni di utenti unici* di cui 7,5 milioni da mobile, con una market reach quasi del 63%**.

Nel segmento PMI oltre 200mila Imprese oggi si affidano a IOL per servizi di presenza online, di sviluppo di siti vetrina o abilitati all'e-commerce, di web marketing e digital advertising (inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network e i motori di ricerca) e per tutte le soluzioni finalizzate ad aumentare il business e la reputazione online.

Italiaonline è presente nel segmento delle Grandi Aziende attraverso IOL Advertising, la prima concessionaria digitale in termini dimensionali del Paese, supportando i principali operatori economici del Paese nello sviluppo delle loro campagne di comunicazione digitale. per le grandi e piccole imprese.

* Fonte: Audiweb View 2021, powered by Nielsen, TDA DAUs Jan 2021

** Fonte: Audiweb View 2021, powered by Nielsen, TDA MAUs, Jan 2021

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