



The New Couponing Philosophy According to Seat PG and Glamoo

Partnership formed to provide an innovative,
geo-localized mobile couponing service in all Italian cities

The agreement also provides for an option to purchase Glamoo

Turin, 10 October 2011 – Seat PG is making its entry into the couponing market and forming a partnership with Glamoo, a young Italian e-commerce firm and pioneer in geo-localized mobile services.

Seat and Glamoo's offering provides innovative, distinctive services with significant advantages for consumers and businesses which will be available in all Italian cities within next Christmas.

The partnership will draw on the two companies' unique traits. Seat PG, owing to its sales force and approximately 500,000 Italian customers, will ensure the presence of a broad, differentiated pool of companies, artisans and businesses throughout Italy, expanding its offerings for its users to include categories of products not yet present in this market. Glamoo, through the Glamoo App and its website www.glamoo.com, will provide access to an innovative technological platform with a strong focus on developing the opportunities presented by the mobile channel and geo-localization, as well as 1 million loyal users.

The agreement also provides for an option to purchase Glamoo one year from today.

The new offering presented by Seat PG and Glamoo stands out for its uniqueness in the couponing sector: mobile, geo-localization and last-minute mechanisms. In fact, the new services draw on the **mobile channel**, easy to use at any time or place, by exploiting the ability to **geo-localize offers**, thus providing users with relevant information about accessible products or services at the time, regardless of where they are at the moment: consumers will be able to choose from a wide range of products and services at highly attractive prices.

The innovative type of service by Seat PG and Glamoo yields considerable benefits for Italian companies in all sectors: in addition to the chance to acquire a large number of new customers and to promote products and services under preferential conditions, companies will also be able to effectively attract consumers who are close to their offices or stores at any given time. The technological platform also allows companies to create offers on each occasion according to the exact availability of their products and services, thus allowing users to take advantage of the offers they receive immediately and securely.

"Our strategy calls for us to enter the couponing market at a time when it has grown to significant size in Italy in terms of turnover and users. The potential of our broad local coverage will translate into a powerful opportunity for Italian companies, businesses and artisans interested in opening up new channels for sales and promotion," explained Alberto Cappellini, Chief Executive Officer of Seat PG. "In addition, this market represents a new revenue stream for Seat PG."

"Our vision is that smartphones will change how people shop and, more generally, how they access goods and services. Through our partnership with Seat PG, we can forge a vision of a hyper-localized mobile commerce service that offers consumers and merchants opportunities that until now were inconceivable. There is nothing like it in the world," commented Luca Pagano, CEO of Glamoo and co-founder of the company together with Simone Ranucci Brandimarte. "The exclusive focus on smartphones, the quality



of the interfaces and the breadth of the offerings currently make Glamoo the only product of its kind in the world."

"As shown in our latest reports, both couponing and the mobile channel are proving increasingly strategic tools to the development of e-commerce in Italy," said **Roberto Liscia, President of Netcomm**. "The number of people who make purchases using their smartphones is constantly increasing, as is the volume of sales of products and services driven by social commerce. A high-quality joint service that combines these two factors with the geo-localization of users will certainly be greeted with enthusiasm by the market."

SEAT PG

Today, Seat PG is a local marketing communications agency with deep roots in Italy, which it serves through a network of 140 multimedia agencies — the Web Points.

In addition to traditional visibility services, which offer detailed information and sophisticated search tools to tens of millions of users and a wide range of multi-platform (print-voice-online-mobile) advertising media to advertisers via an extensive multimedia platform, Seat PG also provides innovative Web marketing services including Web design, multimedia content creation, Web visibility activities and a wide array of complementary advertising communication instruments. Over the past year, it has made approximately 100,000 websites, ranking as Italy's number-one web agency. Seat PG serves as a local communications and marketing partner for Italian small and medium-sized enterprises (SMEs), large companies that operate within the country and central and local government.

By leveraging the efficacy and dissemination of its products and services, Seat PG brings supply and demand together, registering over two billion views of its media.

SEAT Pagine Gialle has been engaged in information services and search and communications tools for over 80 years. It is a success story based on a brand that is familiar to everyone, a sales network employing over 2 thousand persons, a technology and a product range in constant evolution and a database that includes 12 million households and 4 million businesses (2010 data), and a wide range of products guaranteeing a real integrated system of communications : a total of 47 million volumes (PagineGialle, PagineBianche, Tuttocittà), about 24 million enquiries through the directory assistance service (89.24.24 ProntoPagineGialle and 12.40 ProntoPagineBianche, 2010 data), and about 365 million hits on online and mobile directories (www.paginegialle.it, www.paginebianche.it, www.tuttocitta.it, 2010 data) connect people and businesses, bringing together needs and solutions and promoting economic exchanges.

For further information, please visit www.seat.it

GLAMOO

Founded in January 2010, Glamoo is the European leader in mobile SoLo (social & location) commerce, an innovative market that leverages the new possibilities offered by digital technologies such as geo-localization and social mechanisms, while also representing an evolution of private online last-minute sales by allowing offerings of products and services to be personalized according to the user's geographical location.

Glamoo aids large brands and retailers in developing sales and promotion channels based on mobile devices and has become a point of reference for those interested in making selected purchases via smartphones. Contrary to traditional e-commerce, Glamoo's mobile SoLo commerce model aims to increase traffic and the number of visits to the point of sale, thereby helping the retail sector to create new business opportunities and secure customer loyalty.

Through partnerships with leading brands, Glamoo offers its members a wide range of exclusive, one-of-a-kind geo-localized products and services. Glamoo's offerings, which are currently organized into various categories and are constantly expanding, range from fashion to health & fitness, travel, culture, entertainment and electronics.

Already active in Italy and the UK, Glamoo has offices in Rome, Milan and London and currently has approximately 1 million members in Italy, with a transversal user base comprising mainly innovative, trend-setting women with a high spending capacity.

Glamoo uses a proprietary technological platform and is available on all main smartphone models.

Press contacts:

Seat PG
Direzione Comunicazione
comunicazione.stampa@seat.it
Tel. 011.435.2884
Fax 011.435.4953

Burson-Marsteller
Antonella Violante – Alessia Quaglio
antonella.violante@bm.com
alessia.quaglio@bm.com
Tel. 02.721431

Barabino & Partners
Federico Vercellino
f.vercellino@barabino.it
Tel. 02.72023535