

SHOWROOMPRIVE ENTERS EXCLUSIVE NEGOTIATIONS OVER POTENTIAL ACQUISITION OF SALDIPRIVATI, AN ITALIAN LEADER IN THE FLASH SALES INDUSTRY

La Plaine Saint Denis, 28th July 2016 - Showroomprivé, an innovative European player in the online private sales industry, specializing in fashion, has proposed to acquire Saldiprivati from Banzai, Italy's first national e-Commerce platform, listed on the STAR segment of the Italian Stock Exchange.

Saldiprivati, with over two million registered users and over two million products sold each year, is the number two pure flash sales player in Italy by turnover¹, selling clothing, footwear, accessories and household products.

The proposed acquisition of Saldiprivati would represent a major step for Showroomprivé's development in Italy, which is one of its key international markets with strong growth potential over the coming years.

The transaction remains subject to certain conditions and final contract negotiations.

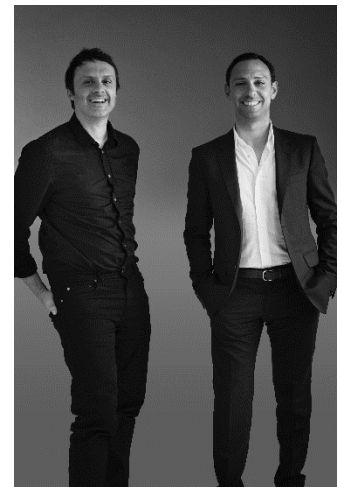
Banzai's Board of Directors, which met yesterday, granted Showroomprivé a period of exclusivity lasting until 30 September 2016, to negotiate the transaction documentation in good faith.

ABOUT SHOWROOMPRIVE.COM

Showroomprive.com is an innovative European player in the online private sales industry, specialized in fashion. Showroomprivé offers a daily selection of 1 500 brand partners on its mobile app or online. It has over 26 million members in France and in eight of its European country markets. Since its launch in 2006, the company has enjoyed quick and profitable growth.

Showroomprivé is listed on the Euronext Paris market (code: SRP), Showroomprivé reported a gross turnover of over 600 million euros in 2015, corresponding to net sales of 443 million euros, up 27% versus the previous year. The company employs more than 800 people.

For more information : <http://showroomprivegroup.com>



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¹ Company re-elaboration based on Osservatorio eCommerce B2c Netcomm - Politecnico di Milano and Bureau van Dijk database.