PRESS RELEASE
15 JANUARY 2018

YOOX NET-A-PORTER GROUP

2017 Preliminary Net Revenues

RECORD NET REVENUES EXCEEDED 2 BILLION EUROS IN 2017, DRIVEN BY 17% ORGANIC GROWTH OVER THE YEAR

**FY 2017**

- **Full-year net revenues** of Euro 2.1 billion, up 16.9% on an organic basis (+11.8% reported) compared with Euro 1.9 billion in 2016
  - Positive growth across all three business lines: Multi-brand In-Season net revenues up 18.3%; Multi-brand Off-Season net revenues up 14.9%, Gross Merchandise Value of Online Flagship Stores (GMV) up 20.8%
  - Solid growth in all key regions

- **Key Performance Indicators:**
  - 842.2 million visits, compared with 715.5 million in 2016
  - 9.5 million orders, compared with 8.4 million in 2016
  - Euro 328 AOV (Average Order Value), compared with Euro 334 in 2016, reflecting unfavourable exchange rate movements
  - 3.1 million active customers, compared with 2.9 million in 2016

**4Q 2017**

- **Fourth-quarter net revenues** of Euro 575.1 million, up 13.2% on an organic basis (+6.9% reported) compared with Euro 538.2 million in the fourth quarter of 2016, impacted by a one-off effect due to a temporary lower product availability on THE OUTNET upon its migration

“We’ve had a very good year. Performance in the fourth quarter was strong across the business. NET-A-PORTER, MR PORTER and YOOX did particularly well. THE OUTNET’s revenues were affected for a short period by the migration of its logistics centres. This is behind us now and product availability has been fully restored. I would like to thank the entire YNAP team for its hard work during the year.”

- commented Federico Marchetti, Chief Executive Officer of YOOX NET-A-PORTER GROUP.

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1 Organic net revenue growth is calculated at constant exchange rates and at a comparable perimeter by including net revenues of all online stores active at the end of each period, which were also active at the beginning of the same period of the previous year. Reported growth is calculated at current exchange rates and at actual perimeter.

2 Retail value of sales of all the Online Flagship Stores, including the sales to final customers from the JV online stores and NEXT ERA partnership, net of returns and customer discounts. Setup, design and maintenance fees for the Online Flagship Stores, accounted for within “Rest of the World and Not country related”, are excluded.

Note: For clarity of information, it should be noted that the percentage changes reported in this press release have been calculated using exact figures. It should also be noted that any differences found in some tables are due to rounding of values expressed in millions of Euro.
## YOOX NET-A-PORTER GROUP

### Change % € million

<table>
<thead>
<tr>
<th>Segment</th>
<th>2017</th>
<th>%</th>
<th>2016</th>
<th>%</th>
<th>REPORTED</th>
<th>CONSTANT</th>
<th>ORGANIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multi-brand In-Season</td>
<td>1,083.9</td>
<td>51.8%</td>
<td>968.6</td>
<td>51.8%</td>
<td>+11.9%</td>
<td>+15.8%</td>
<td>+18.3%</td>
</tr>
<tr>
<td>Multi-brand Off-Season</td>
<td>789.6</td>
<td>37.8%</td>
<td>696.8</td>
<td>37.2%</td>
<td>+13.3%</td>
<td>+14.9%</td>
<td>+14.9%</td>
</tr>
<tr>
<td>Online Flagship Stores</td>
<td>217.5</td>
<td>10.4%</td>
<td>205.3</td>
<td>11.0%</td>
<td>+5.9%</td>
<td>+8.5%</td>
<td>+20.8%</td>
</tr>
<tr>
<td><strong>Total YOOX NET-A-PORTER GROUP</strong></td>
<td>2,091.0</td>
<td>100.0%</td>
<td>1,870.7</td>
<td>100.0%</td>
<td>+11.8%</td>
<td>+14.6%</td>
<td>+16.9%</td>
</tr>
</tbody>
</table>

* Relates to Gross Merchandise Value (GMV) growth at constant exchange rates and at a comparable perimeter.

### Change % € million

<table>
<thead>
<tr>
<th>Segment</th>
<th>2017</th>
<th>%</th>
<th>2016</th>
<th>%</th>
<th>REPORTED</th>
<th>CONSTANT</th>
<th>ORGANIC</th>
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</thead>
<tbody>
<tr>
<td>Italy</td>
<td>142.6</td>
<td>6.8%</td>
<td>124.8</td>
<td>6.7%</td>
<td>+14.2%</td>
<td>+14.3%</td>
<td></td>
</tr>
<tr>
<td>UK</td>
<td>286.8</td>
<td>13.7%</td>
<td>269.9</td>
<td>14.4%</td>
<td>+6.2%</td>
<td>+13.7%</td>
<td></td>
</tr>
<tr>
<td>Europe (excl. Italy and the UK)</td>
<td>548.6</td>
<td>26.2%</td>
<td>488.1</td>
<td>26.1%</td>
<td>+12.4%</td>
<td>+12.0%</td>
<td></td>
</tr>
<tr>
<td>North America</td>
<td>632.2</td>
<td>30.3%</td>
<td>573.9</td>
<td>30.7%</td>
<td>+10.2%</td>
<td>+12.8%</td>
<td></td>
</tr>
<tr>
<td>APAC</td>
<td>355.8</td>
<td>17.0%</td>
<td>302.3</td>
<td>16.2%</td>
<td>+17.7%</td>
<td>+22.2%</td>
<td></td>
</tr>
<tr>
<td>Rest of the World + Not country related</td>
<td>125.1</td>
<td>6.0%</td>
<td>111.7</td>
<td>6.0%</td>
<td>+12.0%</td>
<td>+18.2%</td>
<td></td>
</tr>
<tr>
<td><strong>Total YOOX NET-A-PORTER GROUP</strong></td>
<td>2,091.0</td>
<td>100.0%</td>
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<td>100.0%</td>
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<td></td>
</tr>
</tbody>
</table>

Note that the full annual results will be approved by the Board of Directors on 6 March 2018.

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**Milan, 15 January 2018** - The Board of Directors of YOOX NET-A-PORTER GROUP S.p.A. (MTA: YNAP), the world’s leading online luxury fashion retailer, has today examined the preliminary consolidated net revenues and the key performance indicators of YOOX NET-A-PORTER GROUP for the financial year ended 31 December 2017, compared to the previous year.

Note that the full annual results will be approved by the Board of Directors on 6 March 2018.

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1 Non-audited preliminary net revenues for 2017. Fourth-quarter figures for 2017 are calculated as the difference between the full-year preliminary net revenues and the net revenues for the first nine months of the year.
In 2017, YOOX NET-A-PORTER GROUP’s online stores attracted 842 million visits compared with 715 million in 2016. The fourth quarter’s performance was particularly noteworthy, with visits up by 24.5% reflecting outstanding traffic growth registered at YOOX, thanks to its new branding campaign.

Orders also increased, totalling 9.5 million over the year and 2.7 million in the last quarter of 2017. The Average Order Value (AOV), excluding VAT, came in at Euro 328 in 2017. This result was affected by the unfavourable exchange rate movements, especially in the last quarter of the year resulting in a fourth-quarter AOV of Euro 322.

Finally, active customers grew to 3.1 million at 31 December 2017, compared with 2.9 million at 31 December 2016.

Consolidated Net Revenues

In full year 2017, YOOX NET-A-PORTER GROUP recorded consolidated net revenues, net of returns and customer discounts, of Euro 2.1 billion, up 16.9% on an organic basis (+11.8% reported) from net revenues of Euro 1.9 billion in 2016. In the fourth quarter of 2017, net revenues totalled Euro 575.1 million, up 13.2% on an organic basis (+6.9% reported) from net revenues of Euro 538.2 million in the same period of the previous year.

In 2017, for the first year, sales from mobile exceeded 50% of the Group’s sales, reaffirming YOOX NET-A-PORTER GROUP’s focus on mobile as a key growth driver. Within the Group, YOOX achieved the highest mobile penetration in terms of sales and reached an all-time-high share of mobile sales at 96% during Cyber Monday. Within mobile, native apps achieved outstanding results. Among the Group’s apps, YOOX showed the strongest app rating improvement on the Apple app store over the year, thanks to continuous improvements in its search functionality and user experience. YOOX native app was also the main driver of YOOX mobile sales growth, which outperformed the rest of the Group in 2017. The NET-A-PORTER native app also achieved excellent results over the year and reported the highest number of visits per user, confirming it as a key engagement tool for its high-value customer base.

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4 Key performance indicators refer to the proprietary multi-brand online stores: NET-A-PORTER, MR PORTER, YOOX, THE OUTNET as well as THECORNER and SHOESCRIBE (discontinued on 31 August 2016) and the Online Flagship Stores “Powered by YOOX NET-A-PORTER GROUP”. Key performance indicators related to the joint venture with Kering are excluded.


6 Average Order Value, or AOV, indicates the average value of all orders placed, excluding VAT.

7 Active customer is defined as a customer who placed at least one order during the 12 preceding months. The figure reported is calculated as the sum of the active customers of each online store for the reporting period.

8 Source: 2017 preliminary net sales
**Multi-brand In-Season**

In full year 2017, the Multi-brand In-Season business line, which includes NET-A-PORTER and MR PORTER, recorded consolidated net revenues of Euro 1.1 billion, up 18.3% on an organic basis. Including the performance of THECORNER and SHOESCRIIBE - which were discontinued on 31 August 2016 - the In-Season business line grew 15.8% at constant exchange rates in 2017 (+11.9% reported) from net revenues of Euro 968.6 million in 2016. In the fourth quarter of 2017, Multi-brand In-Season net revenues totalled Euro 295.1 million, up 16.8% at constant exchange rates (+12.0% reported) from net revenues of Euro 263.4 million in the same period of the previous year.

In 2017, NET-A-PORTER and MR PORTER significantly enriched their unique portfolio of the world's most coveted and prestigious luxury houses with new key fashion and hard luxury brands and exclusive capsule collections. Noteworthy additions include Alaïa, which chose NET-A-PORTER as its exclusive online retail partner for its ready-to-wear, as well as the exclusive MR PORTER X GUCCI capsule collection. The Fine Jewellery and Watches category welcomed the launch of key iconic brands, including Cartier in the second quarter, Baume & Mercier in the third quarter, as well as Boucheron, Chopard, Jaeger-LeCoultre, Officine Panerai and TAG Heuer in the fourth quarter of the year.

The last quarter also saw the debut of the MR PORTER own label, Mr P., which is showing strong customer traction and sales results. Mr P. has been one of the most successful brand launches on MR PORTER since its inception.

In the fourth quarter of the year, the innovative personal shopping service “You try, we wait”, dedicated to NET-A-PORTER and MR PORTER’s higher-value customer base, was rolled out to New York and Hong Kong, capitalising on the successful launch in London earlier in the year.

Overall, as at 31 December 2017, the Multi-brand In-Season business line accounted for 51.8% of the Group’s consolidated net revenues.

**Multi-brand Off-Season**

In 2017, the Multi-brand Off-Season business line, which includes YOOX and THE OUTNET, registered consolidated net revenues of Euro 789.6 million, up 14.9% at constant exchange rates (+13.3% reported) from net revenues of Euro 696.8 million in 2016. Fourth-quarter Multi-brand Off-Season consolidated net revenues were Euro 204.4 million, up 6.6% at constant exchange rates (+1.9% reported) from net revenues of Euro 200.6 million in the same period of the previous year. This result was driven by a strong performance achieved by YOOX, partially offset by the one-off effect due to a temporary lower product availability on THE OUTNET upon migration.

During the year, both YOOX and THE OUTNET made significant progress in the enrichment of their portfolios. Versace and Sergio Rossi debuted on YOOX in the fourth quarter, while Altuzarra and Tabitha Simmons were the headline additions to THE OUTNET. Iris & Ink. THE OUTNET private label, also significantly strengthened its assortment with the introduction of activewear and beachwear collections.

In 2017, YOOX launched several marketing campaigns aimed at further driving customer awareness and engagement in key markets like Italy, Hong Kong and Japan. The campaigns encompassed an omni-channel media mix with traditional digital and social channels as well as out-of-home advertising, radio, cinema and TV. The campaigns were highly successful and significantly increased visits to YOOX, which outperformed the rest of the Group in terms of growth in visit traffic.

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*Organic net revenue growth for the In-Season business line is calculated at constant exchange rates and by excluding THE CORNER and SHOESCRIIBE (discontinued on 31 August 2016) from 2016. Reported growth is calculated at current exchange rates and at actual perimeter.*
YOOX’s performance also benefited from the **strong start of trading** of the Group’s **joint venture with Alabbar** in the Middle East in the fourth quarter of 2017, following its on-the-ground establishment in the region with a local office and distribution centre.

Overall, as at 31 December 2017, the Multi-brand Off-Season business line accounted for **37.8%** of the Group’s consolidated net revenues.

**Online Flagship Stores**

The Online Flagship Stores business line includes the design, set-up and management of the Online Flagship Stores of some of the leading global luxury fashion brands, including **armani.com** and **chloe.com**.

In **2017**, this business line recorded gross merchandise value (“**GMV**”)**10** growth of 20.8% on an **organic** basis. Taking into account the negative net perimeter effect resulting from discontinuations, the Online Flagship Stores business line achieved consolidated net revenues of **Euro 217.5 million**, up **8.5%** at constant exchange rates (+5.9% reported) from net revenues of Euro 205.3 million in 2016.

In the **fourth quarter** of 2017, the Online Flagship Stores achieved a gross merchandise value (“**GMV**”) growth of **22.1%** on an **organic** basis and consolidated net revenues of **Euro 75.7 million**, up **5.9%** at constant exchange rates (+1.9% reported). This result was achieved despite the strong comparison base (Online Flagship Stores GMV growth accelerated to 34.6% in the fourth quarter of 2016, from 25.7% in the third quarter) thanks to the strong performance of the joint venture with Kering and of the rest of the mono-brand portfolio.

2017 saw the Online Flagship Stores business enhance its relationships with leading luxury houses.

In particular, **YNAP** and **Valentino** partnered to unveil **YNAP’s new omni-channel business model** - **NEXT ERA** - on valentino.com in 2018. Once fully launched, NEXT ERA will allow Brands to offer enhanced delivery services and an unprecedented online product assortment across Brands’ inventory located in YNAP’s global logistics network, as well as in their own boutiques and logistics centres, creating a “single view of inventory”. NEXT ERA will also allow Brands to have a comprehensive profile of their customer base and interactions in-store and online, enabling them to continually optimise the experience, from product, store and site, to marketing and service, creating a “single view of the customer”. In July 2017, YNAP successfully delivered the first step of the NEXT ERA roll-out to enable a “single view of inventory”, which will empower Valentino to achieve the unified view of its inventory.

In addition, in July a **multi-year global agreement** was signed with Ferrari S.p.A. for the set-up and management of the **new Ferrari Online Flagship Store**, which already has a well-established customer base and a sizeable e-commerce business. The launch is planned in the first quarter of 2018.

In June, the new Online Flagship Store of **Isabel Marant** was launched in Europe, the United States and in the Asia-Pacific region, including China.

The **existing partnerships** with **Armani** and **Chloé** were also **extended** during the year: specifically, the **AJX Armani Exchange brand**, previously active only in North America, was extended to Europe in the first nine months of 2017, while the See By Chloé line was added to chloé.com in June 2017.

Finally, the Group implemented **existing omni-channel functionalities** for several of the Group’s Online Flagship Stores partners.

Overall, as at 31 December 2017, the Online Flagship Stores business line accounted for **10.4%** of the Group’s consolidated net revenues.

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**Notes:**

10 Retail value of sales of all the Online Flagship Stores, excluding the sales to final customers from the JV online stores and NEXT ERA partnership, net of returns and customer discounts. Set-up, design and maintenance fees for the Online Flagship Stores, accounted for within “Rest of the World and Not country related”, are excluded.

11 Gross merchandise value organic growth is calculated at constant exchange rates and at a comparable perimeter by including gross merchandise value of all Online Flagship Stores active at the end of each period, which were also active at the beginning of the same period of the previous year. Reported growth is calculated at current exchange rates and at actual perimeter.
YOOX NET-A-PORTER GROUP recorded positive growth across all of its key markets in 2017. This result was achieved despite the one-off effect due to temporary lower product availability on THE OUTNET upon migration, which impacted all regions, and particularly the UK and North America.

UK ended 2017 with net revenues of Euro 286.8 million, up 13.7% at constant exchange rates (+6.2% reported, due to the devaluation of the Euro / Sterling exchange rate) from Euro 269.9 million in 2016. In the fourth quarter, UK net revenues totalled Euro 84.5 million, up 10.3% at constant exchange rates (+8.0% reported).

North America, the Group’s no. 1 market, posted full-year net revenues of Euro 632.2 million, up 12.8% on a constant currency basis (+10.2% reported, reflecting the devaluation of the Euro / US Dollar). Fourth-quarter North America’s net revenues totalled Euro 171.1 million, up 7.6% on a constant currency basis (-1.0% reported) from Euro 172.9 million over the same period of 2016.

Italy posted full-year net revenues of Euro 142.6 million, up 14.3% at constant exchange rates (+14.2% reported) from Euro 124.8 million in 2016. In the fourth quarter, net revenue were up 17.7% at constant and current exchange rates to Euro 44.0 million. This growth was mainly driven by YOOX, which benefited from branding and marketing campaigns launched ahead of the holiday season.

For the year, total net revenues in Europe (excluding Italy and the UK) were Euro 548.6 million, up 12.0% at constant exchange rates (+12.4% reported). In the fourth quarter, net revenues totalled Euro 147.0 million, up 11.2% at constant exchange rates (+9.4% reported).

Full-year net revenues in Asia Pacific totalled Euro 355.8 million, up 22.2% at constant exchange rate (+17.7% reported). In the fourth-quarter net revenues were Euro 95.1 million, up 14.2% at constant exchange rates (+8.0% reported): this result was driven by YOOX’s strong performance in Hong Kong, which benefited from the successful branding campaign, launched in October 2017 in the region, which drove significant increases in customer acquisition and engagement with YOOX.

Finally, Rest of the World and Not country related recorded net revenues of Euro 125.1 million, up 18.2% at constant exchange rates (+12.0% reported) in 2017. This result benefited from a 23.5% net revenue growth in the fourth quarter (+22.5% reported), underpinned by excellent results posted by YOOX following the start of trading of the JV with Alabbar.

**INCENTIVE PLANS**

**2015 - 2025 Stock Option Plan**

In the fourth quarter of 2017, in accordance with the Regulations for the YOOX NET-A-PORTER GROUP S.p.A. 2015 - 2025 Stock Option Plan, 272,000 options were granted, valid for the subscription of 272,000 ordinary YNAP shares. For further information on the terms and conditions of the existing Stock Option Plans, please refer to the press releases previously issued and Informative Documents prepared pursuant to art. 84-bis of the Consob Issuer Regulation filed at the Company’s registered office and also available on the Company’s website at www.ynap.com.

**Exercise of stock options**

In 2017, a total of 234,988 ordinary shares were issued following the exercise of a total of 4,519 options relating to existing Stock Option Plans.
Moreover, after 31 December 2017, a total of 86,424 ordinary shares were issued following the exercise of a total of 1,662 options relating to existing Stock Option Plans. As a result of the above, the new share capital at today’s date is equal to Euro 1,340,627.17 represented by an overall amount of 134,062,717 shares with no indication of par value, divided into 91,249,572 ordinary shares and 42,813,145 B Shares.

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Pursuant to Article 154-bis, paragraph 2 of the Italian Consolidated Law on Finance, Enrico Cavatorta, the Director responsible for preparing the financial statements, certifies that the accounting information contained in this press release corresponds to documentary records and to accounting books and ledger entries.

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YOOX NET-A-PORTER GROUP

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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 3 million high-spending customers, over 840 million visits worldwide and consolidated net revenues of € 2.1 billion in 2017. 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
Linkedin:  YOOX NET-A-PORTER GROUP  |  Twitter:  @YNAP  |  Instagram:  @YNAP
## ANNEX1 - EXCHANGE RATES

<table>
<thead>
<tr>
<th></th>
<th>PERIOD AVERAGE</th>
<th>END OF PERIOD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2017</td>
<td>2016</td>
</tr>
<tr>
<td>EUR USD</td>
<td>1.130</td>
<td>1.107</td>
</tr>
<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>(2.0%)</td>
<td>(8.4%)</td>
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<tr>
<td>EUR GBP</td>
<td>0.877</td>
<td>0.819</td>
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<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>(6.5%)</td>
<td>(2.1%)</td>
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<tr>
<td>EUR JPY</td>
<td>126.711</td>
<td>120.197</td>
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<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>(5.1%)</td>
<td>(11.3%)</td>
</tr>
<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>(3.6%)</td>
<td>(5.4%)</td>
</tr>
<tr>
<td>EUR RUB</td>
<td>65.938</td>
<td>74.145</td>
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<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>12.4%</td>
<td>(1.2%)</td>
</tr>
<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>(2.4%)</td>
<td>(9.0%)</td>
</tr>
<tr>
<td>EUR KRW</td>
<td>1,276.740</td>
<td>1,284.181</td>
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<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>0.6%</td>
<td>(4.1%)</td>
</tr>
<tr>
<td>EUR AUD</td>
<td>1.473</td>
<td>1.488</td>
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<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>1.0%</td>
<td>(6.1%)</td>
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<tr>
<td>EUR CAD</td>
<td>1.465</td>
<td>1.466</td>
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<tr>
<td>Apprc. / (Deprc.) vs. EUR</td>
<td>0.1%</td>
<td>(3.7%)</td>
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</tbody>
</table>