

PRESS RELEASE
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SMARTBOX ADDS THE NUMBER 2 BRAND IN ITALY, EMOZIONE3 TO THE GROUP

AND REINFORCES ITS POSITION AS MARKET LEADER FOR EXPERIENCES GIFTS IN ITALY AND EUROPE.

Smartbox Group, the pioneer of experience gifts, reinforces its position as the market leader in Italy and Europe with the acquisition of Wish Days. Through this acquisition, Smartbox Group adds the number 2 Italian experience gift brand, Emozione3 to its market leading Smartbox brand. Emozione3 thus joins Smartbox Group's other leading brands across Europe: Smartbox, Bongo, Buyagift, La Vida Es Bella, Dakotabox and Cadeaubox. This operation will contribute to the group's strong growth and leadership in the experience gift category in Europe. With the addition of Emozione3's 30 million euros of sales, Smartbox Group will cross the historic mark of 500 million euros in annual sales next year. With annual sales growth in 2015 of 15%, Smartbox Group outgrew the European experience gift market by 3 times. The Group is currently present in 10 countries: France, Italy, Spain, Belgium, the United Kingdom, Switzerland, Sweden, Denmark, the Netherlands, and Germany.

« We have had a great 2015 and we are very excited about bringing Smartbox's vision, know-how and financial support to the Emozione3 brand to accelerate the growth of the gift experience category in Italy in the coming years. Our mission is to develop great products and services to ensure that the « gift you live » products provided by all our brands across Europe are the best possible gift to give and receive. » announced John Perkins, Smartbox Group's CEO

Wish Days was created in 2006 by Christina Pozzi and Andrea Dusi. Its Emozione3 brand has become Italy's second favourite experience brand after Smartbox with over 30 million euros in sales in 2015. « Being part of the Smartbox Group, the worldwide leader in experience gifts, will provide Emozione3 with the know-how and financial support to continue developing the Emozione3 products and brand to reach new heights.» declared Andrea Dusi, Wish Days CEO.

The Smartbox Group in numbers:

- 7 Brands : Smartbox, Bongo, Buyagift, La Vida es Bella, Dakotabox, Cadeaubox, Emozione3
- 2015 sales: 450 million euros
- Over 6 million experience gifts sold in 2015
- Over 560 different products
- Over 40 000 partners (service providers)
- 12 000 points of sales
- 750 collaborators across Europe

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