

## BENETTON GROUP STRENGTHENS THE DIGITAL SALES CHANNELS:

### NEW BENETTON ONLINE OUTLET LAUNCHED

Ponzano, April 9, 2025 – **Benetton Group** continues along the path of digital ecosystem consolidation with the launch of [outletbenetton.com](https://outletbenetton.com), the new e-commerce site active from March 18, 2025 for the Italian market. **The platform offers customers direct access to the SS24 collections of the United Colors of Benetton, Sisley, 012 and Undercolors brands, with a 30% discount on the retail price;** collections of previous seasons will be progressively added. The new online outlet is seamlessly integrated into the already existing network of physical outlets, amplifying purchasing opportunities and strengthening the Group's omnichannel strategy.

The design and development of the platform highlight a focus on usability and efficiency of the purchasing process. The technical architecture of the site has been optimized to simplify navigation, ensuring a clear and fluid shopping experience. The graphic design combines minimalism and functionality, maintaining a consistent visual identity across the Group's various brands through a stylistic balance between still life and lifestyle images. The goal is to maximize conversion through an intuitive structure that minimizes the steps between exploration and purchase completion.

**The new online outlet is part of a broader program aimed at strengthening digital sales channels,** supported by a significant investment in e-commerce to accelerate alignment with the best industry benchmarks. The strategic plan includes the enhancement of existing assets, including the automated logistics center in Castrette di Villorba (Treviso), and an **increase in online channel sales as a share of the Group's overall turnover, with the aim of reaching 20-25% in the coming years.** To achieve this, the plan includes **strengthening internal skills, investments in digital platforms and marketing, to reach and engage a younger and more connected clientele,** thus maximizing the potential of the online channel.

To support this transformation, **Benetton Group has undertaken a structural reorganization of the eBusiness division,** which reports directly to the CEO. This choice ensures strategic oversight of digital operations, accelerating the implementation of key initiatives and consolidating the Group's evolution towards a business model increasingly oriented towards e-commerce and new consumer habits.