

# YOOX NET-A-PORTER GROUP

**YOOX NET-A-PORTER GROUP expands its presence in the metropolitan city of Bologna and promotes welfare and social integration initiatives**



- **THE GROUP INAUGURATES A NEW TECHNOLOGICAL TEMPLE WHICH WILL HOST OVER 250 EMPLOYEES WITH THE VISIT OF FEDERICO MARCHETTI, CHAIRMAN AND CEO, AND THE MAYOR OF THE CITY VIRGINIO MEROLA**
- **YOOX NET-A-PORTER CONTINUES ITS COLLABORATION WITH THE METROPOLITAN CITY OF BOLOGNA TO PROMOTE INITIATIVES OF SOCIAL INTEGRATION**
- **RECENTLY, IT LAUNCHED MYWELFARE, A CORPORATE WELFARE PLAN FOR THE GROUP'S EMPLOYEES IN ITALY**

YOOX NET-A-PORTER GROUP, world leader in online luxury and fashion, strengthens its presence in the Bologna area and confirms its commitment in Italy, with the opening of a new technological temple in Zola Predosa.

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The new cutting-edge work spaces, designed to enhance the flexibility and collaboration of the teams, will host 250 young technology experts with the goal to design an unparalleled shopping experience for the Group's customers throughout the world.

With the addition of Temple 3, the Zola Predosa pole reaches 9500 square meters. The new office includes large open spaces, collaboration areas and wellness areas, which aim to foster the innovative thinking of technology experts, a fundamental asset for the Group's success.

In respect of environmental sustainability, the new offices have obtained the maximum energy certification and use renewable sources.

Investment in its people and the commitment to balance professional and private life is crucial for YOOX NET-A-PORTER, which has always promoted social programs and corporate welfare in the workplace.

With this in mind, the Group has recently presented MyWelfare – a two-year plan that includes the assignment of a bonus of € 1000 to over 1500 colleagues in Italy, of which 1200 are based in Bologna, to be allocated to purchases of goods or services useful for their personal and family needs. Group employees can dedicate the amount to a very wide range of options including, for example, medical expenses for themselves and their family members, school expenses for children, cultural and leisure activities such as educational courses and gym memberships.

The Group's historical presence in the territory of Bologna since 2000 has determined its strong commitment to the local community. Indeed, YOOX NET-A-PORTER is one of the most active and enthusiastic supporters of the **"Insieme per il Lavoro"** project, an initiative developed by the Municipality, the Metropolitan City and the Archdiocese of Bologna to support the reintegration of unemployed people in the area, in particular, women, young people and those reaching retirement age? . During 2018, the number of new employees in the Bologna company workforce was tripled, especially of women and mothers.

The commitment of the Group is also present in the promotion of digital education among children and adolescents thanks to its partnership with **Fondazione Golinelli**. Since 2016, YOOX NET-A-PORTER has developed a program to promote basic digital skills and allow young people to work in an increasingly growing digital economy. Thanks to the voluntary work of the experts of the Group's technology team, young people have the opportunity to learn the basics of programming and to develop creative projects in the technological field. From the beginning of the collaboration until the most recent Summer Camp, which took place this September, over 4100 young talents between 5 and 18 years old were trained in Bologna, of which half are girls.

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Our roots in the Bologna area run deep and our people here continue to be a richness for YOOX NET-A-PORTER GROUP. The opening of a new technology hub – which will host 250 young talents in a sustainable space built to maximize collaboration and creativity – is just the latest example of our commitment to the territory. Our new corporate welfare programme, along with the social inclusion projects that we have developed with local institutions, underlines our strong commitment for our people, their families and the broader community.

**Federico Marchetti**, President and CEO of YOOX NET-A-PORTER GROUP

I am happy to have personally seen this further growth of YOOX NET-A-PORTER GROUP, a company which carries out the Bologna name up all over the world, without ever losing the link with the territory, thanks to its millions of clients and its highly qualified workforce. This new building that brings to 1200 YOOX NET-A-PORTER's "Bologna" employees and that is also a demonstration of Marchetti and his company's interest for the initiatives we carry out as institutions: from Insieme per il Lavoro to sustainable mobility projects. Bologna is increasingly attractive for this reason too. Because the first realities that continue to invest are those that were born here. They remain anchored to this land because here they find services, skilled labor, an efficient public administration.

**Virginio Merola**, Mayor of Bologna