



PRESS RELEASE

BIOERA S.p.A.

Opening of the new Unopiù store in central Madrid

UNOPIÙ

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Milano, May 8 2015 – **Bioera S.p.A.** (“**Bioera**” o “**the Company**”) acknowledges that Unopiù’s corporate turnaround will start from Madrid, with the opening of a brand new showroom in Calle Lagasca 73, one of the most prestigious locations of the city. The new showroom is of approximately 600 sq.m and was officially inaugurated yesterday evening. The event was attended by authorities, journalists, architects, and opinion leaders. Among the guests, also the Italian ambassador in Spain, Dr. Pietro Sebastiani, was present at this event.





Unopiù's presence in the Iberian Peninsula starts in 1999 with a store on the outskirts of Barcelona followed by another on the outskirts of Madrid and a franchisee in Seville. In accordance with the strategic guidelines shared with the new owner, a joint venture named "Splendor Investment Holdings" held 50% by Bioera, 25% by Yaks Holding and 25% by Bramfield Limited, Unopiù takes this important first step with the objective of restoring the deserved brand image and raise its brand positioning.

"The store on the outskirts was not up to the standard of a high-end company that has been, for many years, the European landmark for outdoor furniture", said Marco Dolcino, CEO of Unopiù. "The new owner, in full agreement with management, wants a deserved high positioning of the brand Unopiù, bringing it closer to style and quality contents that characterize fashion brands. We are extremely happy to take this first step in an exclusive and luxury-dedicated neighborhood in the heart of one of the main European capitals. Near us there are stores like Armani, Chanel, Hermès as well as important banks, offices, embassies and palaces of great value. It's the right location for Unopiù and it's the kind of neighborhood in which we will try to open all of our future stores", adds Dolcino. "It's a first step as well as an important investment for us. We have great expectations and we hope that the Spanish public will appreciate Unopiù. Also, the next step will be moving the shop in Barcelona from the outskirts to the heart of the city. Nonetheless, we are proud that Unopiù's "flag" waves in such a prestigious country".

The new Unopiù flagship store is designed by Martino Berghinz and will be the format for future investments in major world capitals; the one in Calle Lagasca is in one of the best neighborhoods of the city. Spanish customers, always lover of the outdoors and therefore of outdoor furnishings, will find in Unopiù every solution to suit their own needs and tastes.

Unopiù has a total of 29 direct stores in Europe: 14 in Italy, 8 in France, 5 in Germany and 2 in Spain.

**Bioera S.p.A.**

Bioera is a public company based in Milan and listed on the Milan stock exchange (MTA segment), which operates as a holding company.

The main subsidiary is Ki Group S.p.A., listed on the AIM-Italia stock exchange, organized and managed by Borsa Italiana S.p.A., and active through its subsidiaries, in the production, distribution, marketing and retailing of organic and natural products for the health and well-being. Ki Group operates in the organic retail industry through the brand AlmaverdeBio Market.

Bioera also holds a 40% stake in Visibilia S.r.l., advertising agency-player active in the collection and management of advertising in newspapers, television stations, private radio, magazines, and web. Visibilia S.r.l. is the parent company of Visibilia Editore S.p.A., listed on the AIM-Italia stock exchange, and operating in the publishing sector, through its owns magazines Ville&Giardini, Ciak, and Pc Professional. Bioera Start Up Italia S.r.l (100% Bioera Spa) has minority stakes in Boole Server S.r.l., active in the computer security software market with a world leading product; and in Bio4U S.r.l. operating in the vending machines industry, retailing biological food & beverages products.

For further information:**Bioera S.p.A.**

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