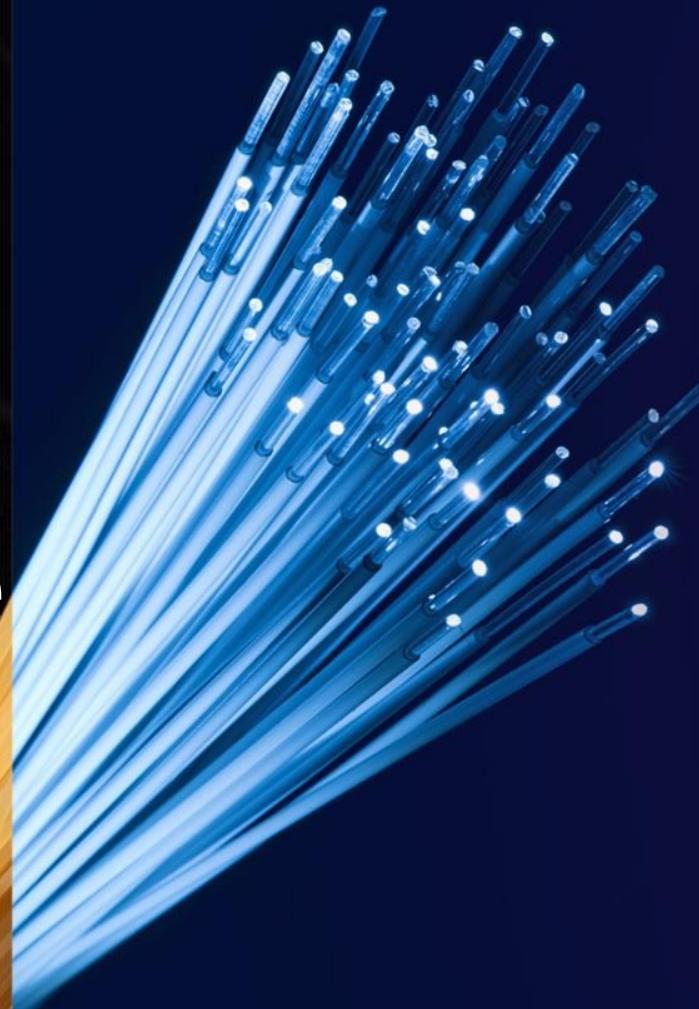


# Beyond the marketplace: From classifieds to market square



Giuseppe Pasceri  
CEO Subito, GM Adevinta Italy



# Who's speaking

## Giuseppe Pasceri

CEO Subito  
GM Adevinta Italy

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# Adevinta

Monthly visits

**2.5 billion**

Digital portfolio of over

**+25 products**

Operating in

**11 countries**

Employees (approx.)

**8,000+**

Revenues (FY22)

**€1.644m**



Our brands around the world



## Number 1

marketplace in Italy to buy  
and sell second hand items

## 1 brand

- 4 verticals
- 38 categories

## In 2022

1st classified marketplace

N° 3 ecommerce in Italy, with +13MIO active users monthly

+6 MIO ads live every day, 140.000 new

3 Billion searches in 2022

6,6 MIO app downloads

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# Second-Hand market in Italy



23 MIO Italians



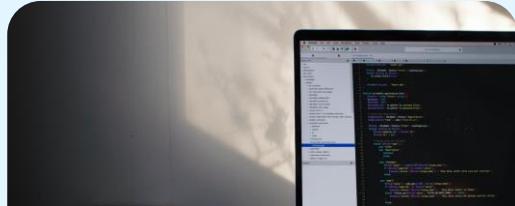
+ 70% trade  
at least twice a year



24 Billion € GMV  
generated, 1,4% PIL



Of which 11.8 Billion €  
online



1,121 € average earning  
per person

# What's behind

What we do

## Our Mission

Create perfect matches on the  
world's most trusted marketplaces

Why we do it

## Our Purpose

To make a positive change in  
the world by helping everyone  
and everything find new purpose



# Second Hand Effect in 2021

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# subito Second Hand Effect in 2021

**24M**

deals in Italy  
in 2021

**5.6M**

tons CO2  
potentially saved

**17 months**

without any traffic  
in Rome

**770K**

Italians footprint  
offset

But also



**319K**

tons plastic saved



**17 months**

without any traffic  
in Rome



**128 Billions**

Lego bricks



**2.1M**

tons steel saved

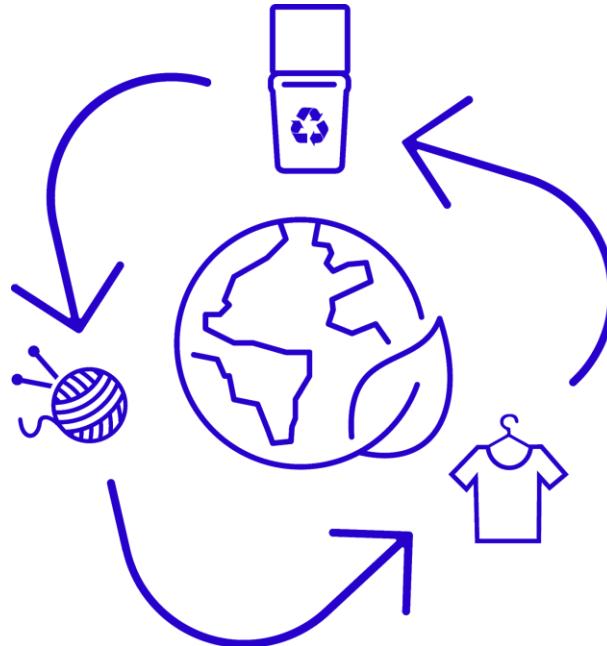


**17,000**

Liberty Statues

# subito Second Hand Effect in 2021

How much greenhouse gas emissions and materials can potentially be saved through second-hand trade, if each transaction prevents the production of a new item?





# Saving from single object

Car -2.800kg CO<sub>2</sub>

Motorcycle -265kg CO<sub>2</sub>

Scooter -190kg CO<sub>2</sub>

Bicycle -99kg CO<sub>2</sub>

Smartphone -47kg CO<sub>2</sub>

Television -168kg CO<sub>2</sub>

Computer -270kg CO<sub>2</sub>

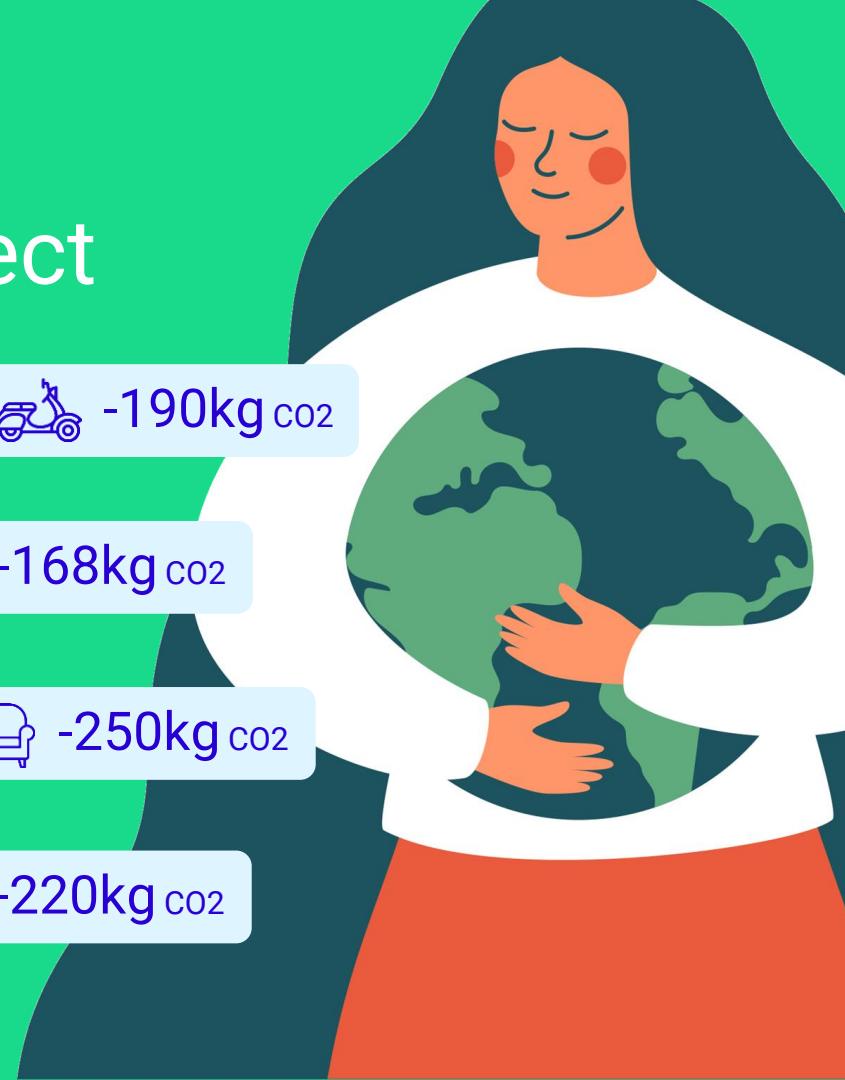
Table -106kg CO<sub>2</sub>

Chair -250kg CO<sub>2</sub>

Mountain bike -19kg CO<sub>2</sub>

Globe -10kg CO<sub>2</sub>

Scissors -220kg CO<sub>2</sub>



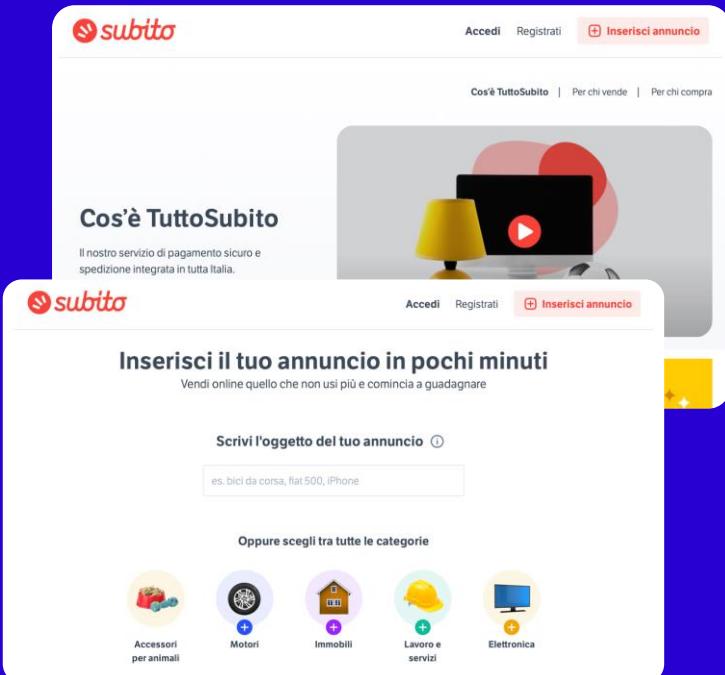
# Subito and TuttoSubito: game changer

Payment and shipping embedded in the platform

CX e-commerce like

App first

This new model of use doesn't replace the previous one.  
It expands the possibilities of buying and selling on Subito.



# One year of TuttoSubito



+113% from January to December 2022



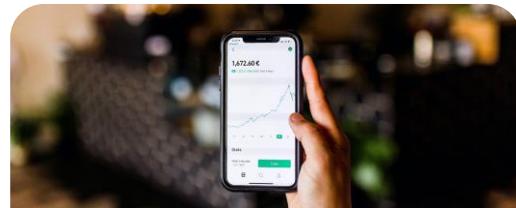
75% eligible ads



Preferred especially for Electronics\*, Clothes & Accessories, Sports



Higher AOV (111€)



+139% revenues from Market

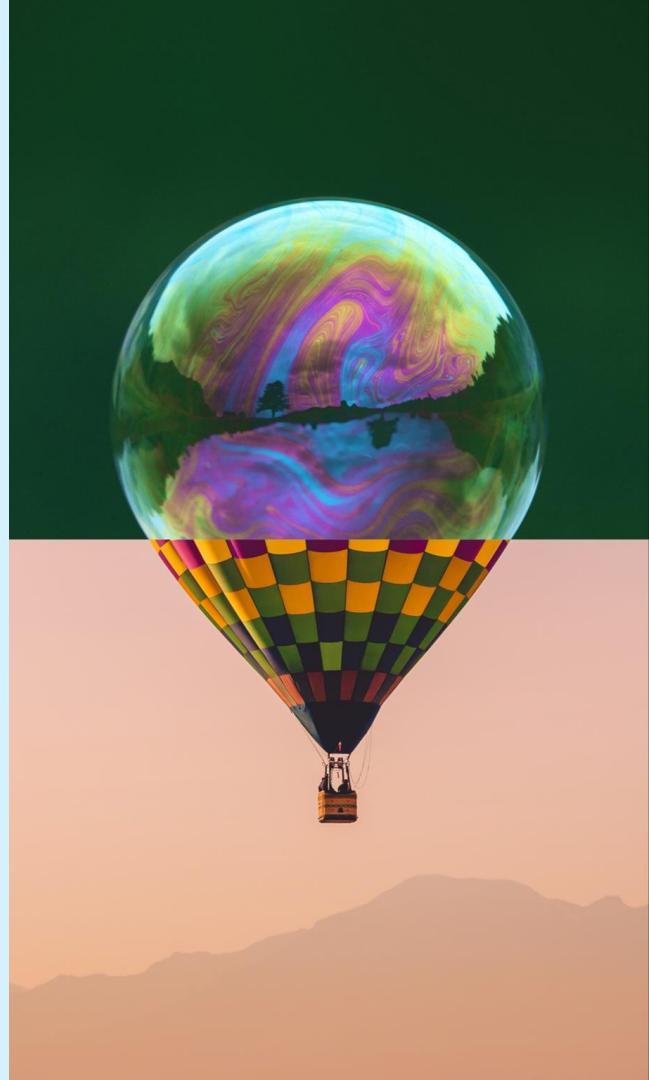
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\*IT 1° for number of transactions; Photo n°1 for AOV

# What's next

- > Seamless experience
- > Ecommerce-like features
- > Post-transaction service

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# But also...



from  
Classifieds



to  
Marketplace



and finally to  
Market Square



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# Our vision

Everyone loves using the **Market Square** where to easily and safely connect with people and businesses anywhere to create perfect matches (deals) over time providing lasting positive impacts in the circular economy.

# Adevinta Italy



Thank you!