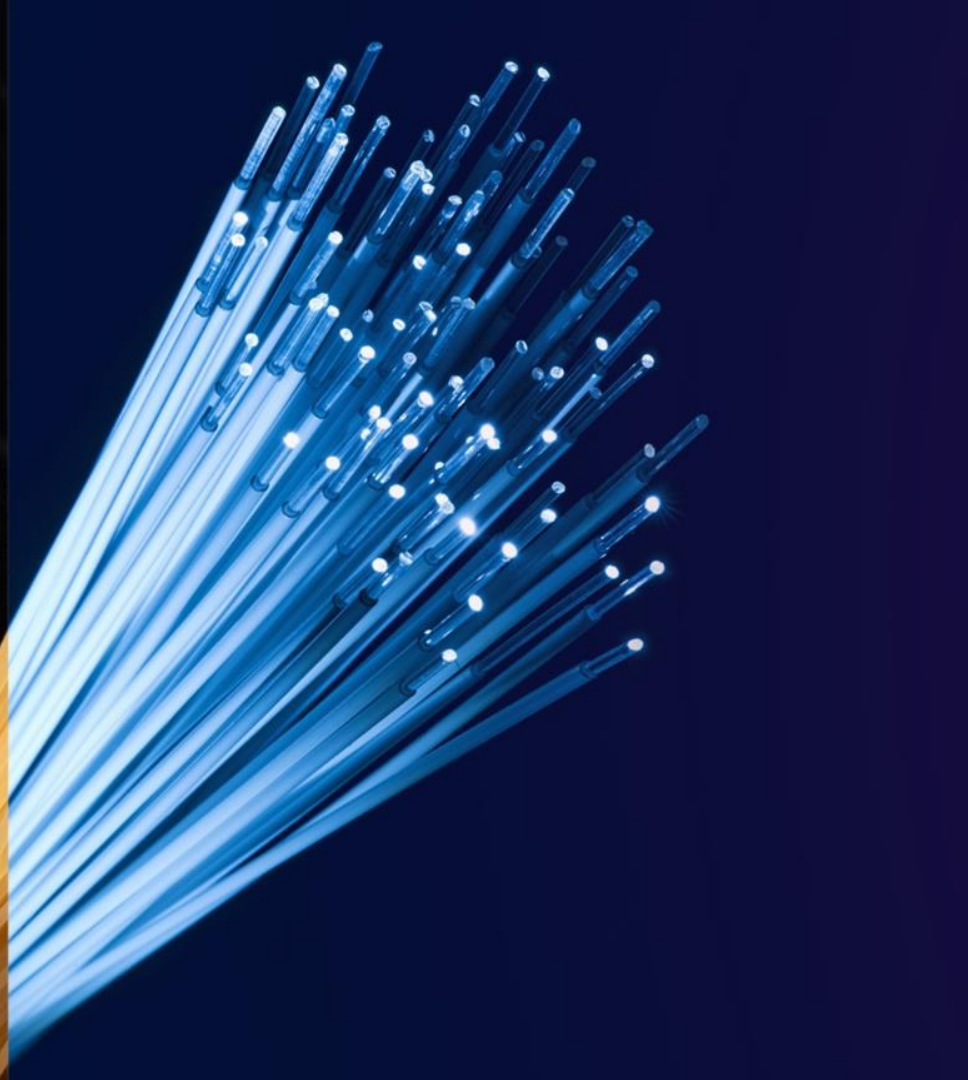


Adevinta

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



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

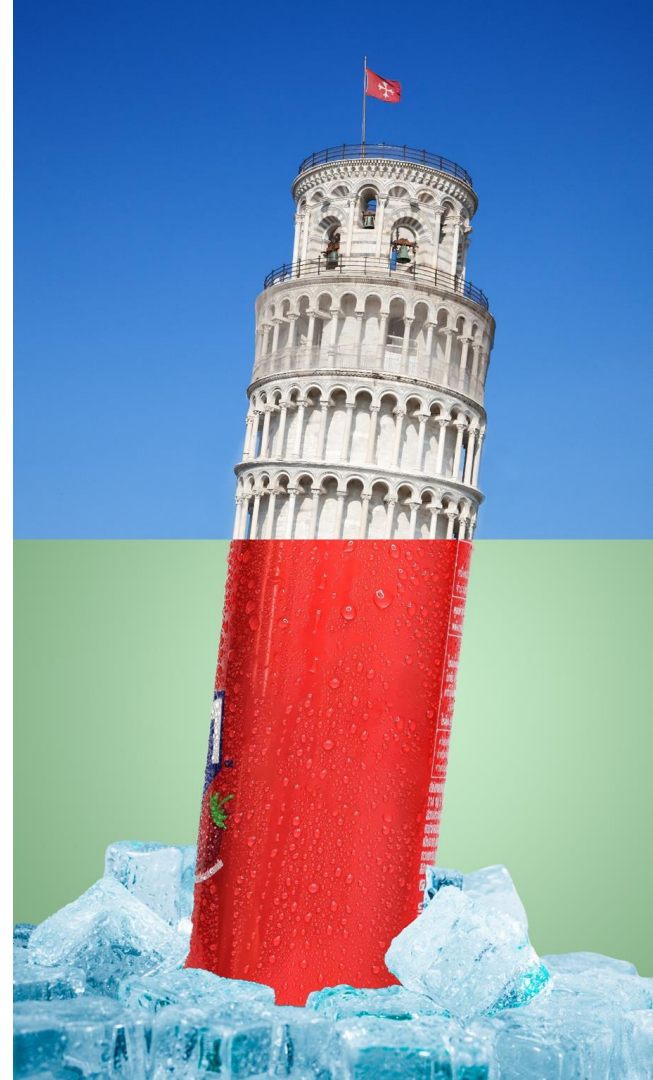
1st classified marketplace

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



Second-Hand market in Italy



23 MIO Italians



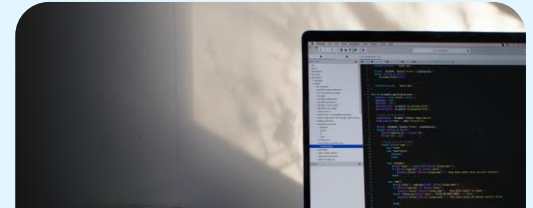
+ 70% trade
at least twice a year



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

A



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



128 Billions Lego bricks



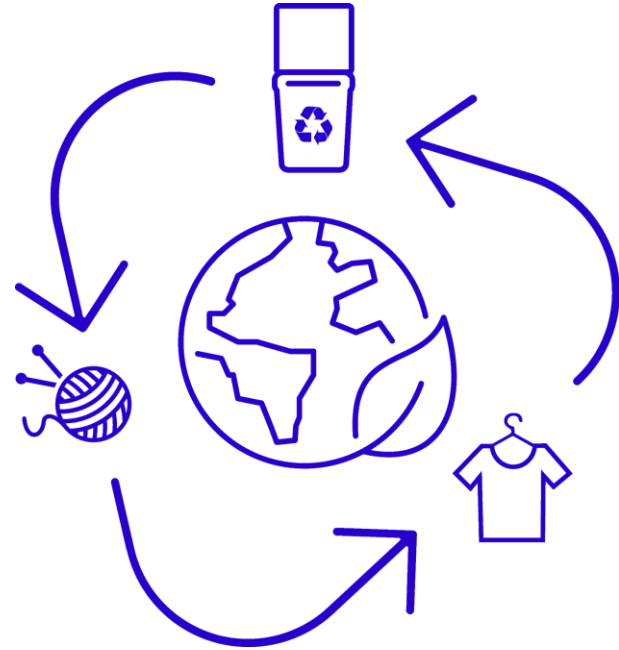
2.1M tons steel saved



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



-2.800kg CO₂



-265kg CO₂



-190kg CO₂



-99kg CO₂



-47kg CO₂



-168kg CO₂



-270kg CO₂



-106kg CO₂



-250kg CO₂



-19kg CO₂



-10kg CO₂



-220kg CO₂



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



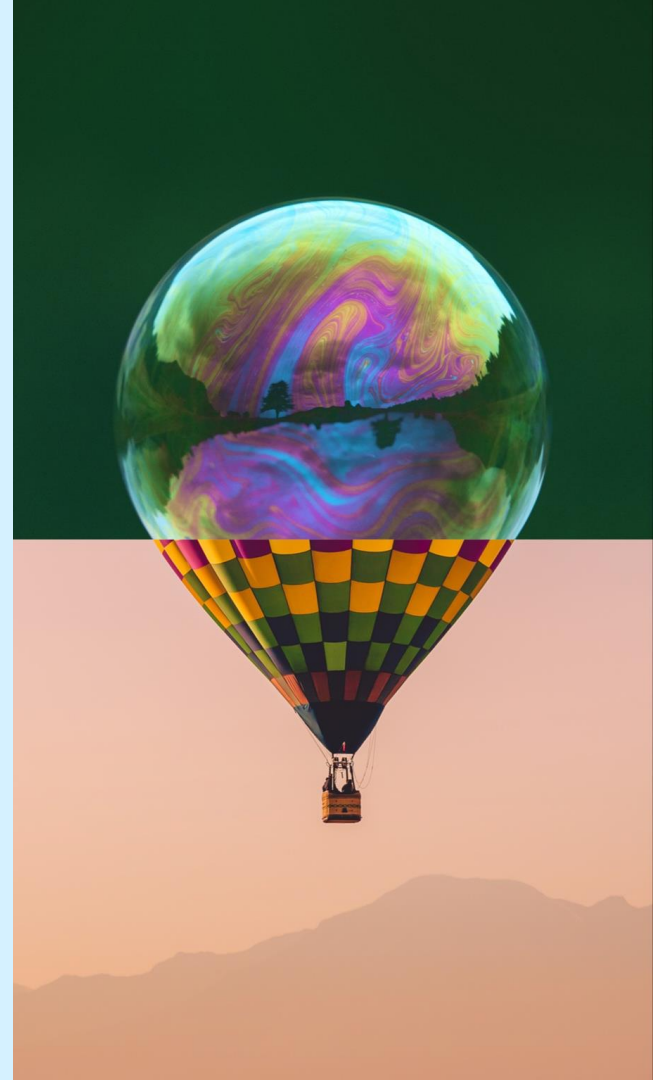
Higher AOV (111€)



+139% revenues
from Market

What's next

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



But also...



from
Classifieds



to
Marketplace



and finally to
Market Square

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



InfoJobs



Thank you!