

## *CURRICULUM VITAE*

Andrea Casalini is a quotaholder and the Chief Executive Officer of Eataly Net. Eataly Net is the e-commerce arm of Eataly, a fast growing retailer of Italian high quality food and beverage. Since 2014, in his role, Andrea is developing Eataly's omnichannel proposition.

From 2000 to 2013 Andrea was the CEO of Buongiorno SpA, a worldwide leading company in digital entertainment content for mobile devices. He has led the company from being a start up to being the largest global company in its segment and to be a listed company on the Milan Stock Exchange. In July 2012 Buongiorno was acquired by NTT DOCOMO, a large multinational telecommunication group, through a friendly Public Tender.

Previously, he was with EDS, Electronic Data Systems, as the Managing Director for the Italian operations and, later, for the E-solutions line of business at EMEA level.

From 1989 to 1996 he was a management consultant with McKinsey & Company (Milan and Chicago) and, at the beginning of his career, with Accenture.

Since 2016, he serves as an independent director on the Board of Amplifon s.p.a., the global leader in hearing aids retailing, listed on the Milan Stock Exchange. In Amplifon Andrea also chairs the Committee for contracts between related parties of the Company and is part of the Compensation Committee. He is also a director of Assist s.p.a. a customer care service and digital CRM specialist and of Engagigo s.r.l., a start-up running an online community of endurance sports fan, Endu.net.

From 2008 to 2017, he was an independent director on the Board of Gruppo Mutui on Line, a mortgage brokering and business process outsourcing company, listed in Milan, where he has also chaired the Compensation committee.

He is an investor in several digital start ups, including Shopfully and Talent Garden. He invests also through Borealis Tech Ventures, an early stage investment vehicle which he has created together with some entrepreneurs from Parma.

Andrea graduated cum laude in Business Administration from the University of Parma.

Milan, March 12, 2019



*Attachment*

**List of management and control offices in other companies**

<b>Company</b>	<b>Office</b>
Eataly Net s.r.l.	Chief Executive Officer
Assist S.p.A.	Director
Engagigo s.r.l.	Director

Milan, March 20, 2019

A handwritten signature in black ink, appearing to read "Oliviero Toscani".