



## PRESS RELEASE

Inauguration Ceremony for Completion of DMC Shop Operating Platform  
Ebentaler Strasse, 170, Klagenfurt, Austria  
Monday, May 15, 2017  
15:00 -18:00

DMC Shop GmbH, a recently established Austrian company based in Klagenfurt, Austria (“DMC Shop”), is very pleased to announce the inauguration ceremony for the completion of its state-of-art operating platform and executive headquarters located at Ebentaler Strasse, 170, Klagenfurt, Austria. The inauguration ceremony will take place at Ebentaler Strasse, 170 on Monday, May 15, 2017 from 15:00 – 18:00.

At a press conference held in Klagenfurt, Austria on July 4, 2016 DMC Shop SpA, a San Marino company based in the Republic of San Marino (located in centre of Italy about one hour driving distance from Bologna, Italy), the unchallenged “teleshopping” leader in the Italian market, announced its future entry into the German, Austrian and German speaking Swiss markets (the “DACH markets”) and the construction of its new operating platform and executive office in Klagenfurt, which has required almost 10 months to complete.

The future entry of DMC Shop into the DACH markets will be supported from its operating platform just completed and located in Klagenfurt, Austria. This state-of-art facility will provide all warehouse and logistics services, telephone call centre and order entry services, customer service, administration, finance and executive management services. DMC Shop projects that at full business maturity in 2022 the Klagenfurt state-of-art operating facility will support a minimum of €75 million in annual sales and possibly provide up to 250 new jobs in Klagenfurt and the Corinthian Region.

DMC Shop is engaged in the business of selling a large variety of high impulse consumer goods in at least 10 different categories through the use of business to consumer (“B2C”) sales channels such as national, regional and local television networks (“teleshopping”), internet, e-commerce and other interactive electronic media, outbound telephone call centres, catalogue, radio, newspapers, magazines and large retail chain stores. The great majority of the high impulse consumer goods sold by DMC Shop are in the household, kitchen, “Do It Yourself” and sport exercise categories. DMC Shop currently has about 250 different products in portfolio.

DMC Shop is also very pleased to announce that it is preparing to launch a series of new and unique products that will be developed from the Italian market and which will be part of a new “Made in Italy” product category established by DMC Shop for exclusive sale in the DACH markets. Such “Made in Italy” products to be sold by DMC Shop will be principally focused on Italian food and wine and Italian design products for the home and kitchen.

Additionally, DMC Shop has created for the first time in its history a very large “DMC Shop Outlet” store of approximately 200 sq. meters located at its operating facility at Ebentaler Strasse, 170, in Klagenfurt, to sell at very aggressively discounted prices (the price of some items will be reduced by as much as 70% of full retail price) all its “As Seen on T.V.” consumer products. A

Preisgünstig. Qualität. Innovation.



minimum of 150 different “As Seen on T.V.” products will be sold by the “DMC Shop Outlet” store with 5% of its net annual sales being contributed to a local charitable non-profit organization in Carinthia that provides social welfare services to the people of Carinthia. The “DMC Shop Outlet” store will open officially for business on Monday, July 3, 2017.

DMC Shop would like to thank the City of Klagenfurt and particularly the Mayor of Klagenfurt, Dr. Maria-Luise Mathiaschitz, for her strong and continuing support of the DMC Shop project in Klagenfurt. We also would like to thank BABEG, the local Corinthian economic development agency for its continuing strong support of the DMC Shop project as well as ABA, the national Austrian economic development agency in Vienna and KWF, the local fund in Carinthia for business development.

Finally, we would also like to thank AWS, the Austrian national economic development bank in Vienna and Sparkasse Carinthia, our primary sponsor bank in Carinthia, and Raiffeisenbank/Carinthia for the financial support these financial institutions have given to make the DMC Shop project a reality in Klagenfurt.

DMC Shop will not become fully operational in the DACH markets with the use of its Klagenfurt operating facility until at least September 30, 2017. DMC Shop will also rely on certain future services that will be provided by our San Marino operating facility that will continue at full operation to serve the Italian market.

For any additional information concerning this press release please contact Regina Melcher of DMC Shop GmbH at +43 670.206.5661 (cell phone) or at [regina.melcher@dmcshop.at](mailto:regina.melcher@dmcshop.at) (email).

DMC Shop GmbH  
Klagenfurt, Austria  
May 15, 2017