

# Yeppon.it taps Broletto Corporate Advisory to explore strategic options - sources

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Blass, an Italian e-commerce retailer which operates via its proprietary platform *Yeppon.it*, has hired Broletto Corporate Advisory to explore strategic options, two sources close to the situation told *Mergermarket*.

The company expects to start searching for potential investors in the next month, the sources said, adding that it aims to attract both financial and strategic suitors.

In 2021, Blass recorded revenues of EUR 65m, with "margins above the market average", both sources said.

Blass will use external investment to support its plans to grow the *Yeppon.it* platform, one of the sources said. These plans include the consolidation of its positioning in the Italian e-commerce market, international expansion, and the development of complementary added-value services, the same source said.


The company is currently working to grow its presence in the DIY and gardening segments, the sources added.

*Yeppon.it* marketplace was established in 2011 by co-owners Danilo Longo (50.5%), Cristian Sacchini (29.5%), and Andrea Bonetti (20%) and is based on the outskirts of Milan. The company operates across Italy, France, Germany, and Benelux and is active as a consumer electronics and household appliances e-retailer.


Blass and Broletto declined to comment.

by Valentina Caiazzo in Milan

## TARGET

[Yeppon](#) 

Financial advisor

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