

MONNALISA

FIRST DAY OF TRADING OF ORDINARY SHARES OF MONNALISA S.P.A. ON AIM ITALIA

**Positive start of the stock which closes upwards of 14.01
Euro per share with total trading value of nearly 2 million
Euro**

12th July 2018, Arezzo – [Monnalisa Spa](#), a leader in the high-end segment of children's wear, announces that trading of *ordinary shares* has started today (code ISIN: IT0005338139 Ticker MNL) on AIM Italia/Mercato Alternativo del Capitale organizzato (Alternative Market for organized capital) managed by Borsa Italiana S.p.A..

The shares opened at a price of Euro 14.20 per share and closed at 14.01 Euro per share, representing an increase of 1.89% from the issue price. Today a total of 133,500 shares were traded on the market equal to a value of about Euro 1.9 million.

The issue price of the *ordinary shares* was fixed at Euro 13.75 per share, with a Company capitalization, at the trading start date, equal to about Euro 72 million and floating stock equal to about 25.7% of the Company capital, when taking into consideration the full exercise of the greenshoe option of an additional 54,500 shares.

The Company, which entered the ELITE programme of the Italian Stock Exchange (Borsa Italiana) in April 2013, obtained the ELITE certification in 2016 by completing the training and coaching program and by taking advantage of the opportunities offered by ELITE and its network. Monnalisa S.p.A. is the fourteenth ELITE Italian company which is listed on the Borsa Italiana (Italian Stock Exchange).

Christian Simoni, Monnalisa Managing Director, declares: *“from today we start ever more determined to forge a path of the same growth and development with our employees and shareholders. We have therefore reached the most important target of the voyage we started in 2013, by joining the ELITE programme of Borsa Italiana (Italian Stock Exchange), which has been the fundamental facilitating trigger of a demanding, yet more gratifying process of company change. At that moment a bridge between the past and the present was strengthened. And today a bridge between the present and the future opens up”.*

Luca Peyrano, Managing Director of ELITE, commented: *“This operation has a very important meaning to us because Monnalisa has used the ELITE programme to prepare gradually for the Stock Exchange, by using the various instruments available for organizing itself, understanding the language and the expectations of the investors, comparing itself with other listed companies, and accessing the network of the ELITE Club Deal platform to make a decision conscious of the opportunity of using the AIM Italia market”.*



MONNALISA S.p.A.

Via Madame Curie, 7 - 52100 Arezzo – Italy
www.monnalisa.eu - e-mail: info@monnalisa.eu – ph. +39 0575 9850.1 - fax +39 0575 9850.20

Partita IVA 01163300518



MONNALISA

Monnalisa was assisted in the operation by: **CFO Sim** as Nomad and Global Coordinator, by **KT & Partners** as Financial advisors, **Ernest & Young** as accounting Auditors, **Simmons & Simmons** for legal assistance, **Epyon** for the financial Due Diligence and **Spriano Communication & Partners** as communications advisors.

Monnalisa S.P.A.

Monnalisa, a company active for 50 years in the high-end segment of children's wear, was founded in Arezzo in 1968. Distributed in over 60 Countries, in directly owned flagship stores, in the most prestigious Department stores of the World and in more than 750 multi-brand sales points, had a 2017 turnover of 47.7 million euro. With a very high quality offer and a marked fashion content, it combines remarkable investments in research and development, great social sensitivity and conformity to the SA8000 norm and ISO 14001 environmental certification. Since April 2016, it is a certified Elite-Borsa Italiana (Italian Stock Exchange) Company.

Contacts for the press:

Spriano Communication & Partners

For Information:

Monnalisa S.p.A.
Corso Buenos, 1
20100 Milano
Elena Losa
Tel. +39 02 2052 0744
e.loso@monnalisa.eu

Nomad & Specialist
CFO SIM S.p.A.
Via dell'Annunciata 23/4
20121 Milano
Tel. +39 02 303431
ecm@cfosim.com

Press Office
Spriano Communication&Partners
Via Santa Radegonda, 16
20121 Milano
Matteo Russo - Cristina Tronconi
Mob. +39 347 9834881 +39 346 0477901
mrusso@sprianocommunication.com
ctronconi@sprianocommunication.com

