

## MONNALISA SIGNS AN AGREEMENT WITH MEI.COM, THE MAIN ONLINE CHINESE LUXURY STORE, STRATEGICALLY STRENGTHENING IN THE ASIAN MARKET

19 October 2018 - Monnalisa SpA (**Aim Italia -Ticker MNL**), a leading company in the high-end children's clothing sector, signed an agreement with Mei.com, the leading online luxury store in China of the Alibaba Group, further bolstering its presence in the Asian market.

With 1 million unique users a day, 10 million registered users and more than 500 partner brands, including some of the most important Italian and international fashion brands, Mei.com, specialised in fashion, design and beauty, will distribute the Monnalisa brand already present in China with 15 single-brand stores.

Christian Simoni, CEO of Monnalisa, states: " Monnalisa will offer and market its unmistakable collections for 0/16 year olds through one of the most famous marketplaces, towards a clientèle that is more and more selective and focused on quality. Considering that in China there are more than 200 cities with a population of over one million, the integration of our current single-brand stores in China with online growth creates an opportunity that cannot be missed".

Monnalisa will participate in the AIM Italia Conference 2018 in London on 22 October to present the new projects focusing on developing the retail channel.

### Further information:

**Monnalisa SpA (Aim Italia -Ticker MNL)**, a company listed on the AIM stock exchange list since 12 July 2018, was established in Arezzo in 1968 and has over 50 years of experience in the high-end childrenswear industry. Monnalisa products are distributed in **over 60 countries**, in flagship stores and some of the most prestigious Department Stores around the world as well as in over 750 multi-brand points of sale, with consolidated revenues amounting to **47.7 million Euro in 2017**. In addition to products of high quality and impactful fashion content, the company also invests heavily in research and development, while placing great importance on social sustainability and compliance with SA8000 standard. Monnalisa was also awarded ISO 14001 environmental certification. As from April 2016, Monnalisa is an Elite-Borsa Italiana certified company.

# MONNALISA®

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