

## MONNALISA "GOES INTO OVERDRIVE" IN RETAIL AFTER THE DEBUT IN THE STOCK EXCHANGE ON AIM ITALIA

**15 new shops to open in Europe, Turkey, India, USA and Asia-Pacific area, within 1Q2019**

Arezzo, 25<sup>th</sup> July 2018 - [Monnalisa](#) (Aim Italia - Ticker MNL), a leading company in the high end segment of children's wear, listed since 12<sup>th</sup> July 2018 on the Aim market of the Italian Stock Exchange, continues its ambitious program of new openings with great momentum. Overall, the Group foresees the inauguration, within the first quarter 2019, 15 new shops in Europe, Turkey, India, USA and Asia Pacific.

**Concerning the retail channel**, along with a relocation of 130 sq.m. at the Sicilia Outlet Village in **Enna** and the renovation of the **New York** shop in Madison Avenue, the program of new openings contemplates 9 monobrand direct stores.

The first openings are a store of more than 130 sq.m in **Marcianise** (CE) and a store of 30 sq.m at the **Istanbul** airport. Within Autumn, Monnalisa will land on the East Coast, in **Philadelphia**, with 70 sq.m at the King of Prussia Mall, the largest shopping mall of the coast, while within the end of the year, we will inaugurate a 70 sq.m shop at the shopping center outlet of Sawgrass Mills in Sunrise, **Florida**, which is equivalent in size to the new opening in **Belo Horizonte**. In the pipeline, between the end of 2018 and the 1Q2019 there will also be 4 openings in the Asia-Pacific area.

**Among the new openings of monobrand wholesale**, there is an 85 sq.m. shop in shop at the Sady Pobedy Shopping Mall in **Odessa** (Ukraine), 70 sq.m at the Palladium Mall in **Mumbai** (India), a new shop in shop at la Rinascente in **Torino** e and one in KaDeWe, one of the most famous and popular department stores in **Berlin**.

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**Monnalisa SpA** (Aim Italia -Ticker MNL), a company active in the high end childrenswear segment for 50 years, was founded in Arezzo in 1968. Distributed **in more than 60 countries**, both in directly owned flagship stores and in the most prestigious Department Stores in the World and in more than 750 sales points in multi-brand stores, has a **2017 turnover of 47,7 million euro**. The high quality and high fashion content offer is completed by substantial investments in research and development, a great social sensitivity, conformity to the SA8000 regulation and environmental certification ISO 14001. Since April 2016, it is an Elite-Borsa Italiana (Elite-Italian Stock Exchange) certified company.



# MONNALISA®

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