

MONNALISA SIGNS AGREEMENT WITH CHINESE HIGH-END E-COMMERCE SECTOR LEADER SECOO TO STRENGTHEN ASIAN MARKET PRESENCE

December 3, 2018 – The Monnalisa Group (**Aim Italia -Ticker MNL**), the high-end childrenswear segment leader, just days from the announcement of a collaboration with Mei.com, an Alibaba Group luxury online store in China, has signed an agreement with the luxury e-commerce player **SECOO** to further strengthen its Asian market presence.

With 20 million registered users, over 300 brand partners, including top Italian and international brands, and over 300,000 products and services, SECOO - involved across the entire luxury segment, from fashion to design and from antiques to jewelry, in addition to premium lifestyle - will distribute the Monnalisa brand which currently has 15 mono-brand stores in China.

*Christian Simoni, CEO of Monnalisa, stated: "Monnalisa will present and distribute its unmistakable collections for the 0/16 years bracket through a platform covering 25% of the online Chinese market. This agreement with one of the undisputed high-end luxury leaders, debuting with a Grand Opening on **December 4**, is an unmissable opportunity to embed our existing monobrand stores in the largest Chinese cities".*

Working with the e-commerce platforms is not only a focus on the Asian market - just a few days ago, the e-shop of the luxury **Mytheresa** brand announced a permanent childrenswear section: Monnalisa features among the brands.

Further details:

Monnalisa SpA (Aim Italia -Ticker MNL), listed on the AIM market since July 12, 2018 and engaged in the high-end childrenswear segment for fifty years, was founded in Arezzo in 1968. Distributing **in over 60 countries**, both through direct flagship stores and at the world's best-known Department Stores and over 750 multibrand sales points, revenues of **Euro 47.7 million** were reported in **2017**. High quality and appealing design is combined with significant research and development spend, keen social awareness, SA8000 compliance and ISO 14001 environmental certification. The company has been Elite-Borsa Italiana certified since April 2016.

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