

MONNALISA CONTINUES TO BUILD:

New retail and digital structure for childrenswear enterprise which today opens its 41st store

January 11 - Monnalisa builds further to better tap into direct to consumer opportunities. **Francesco Furlan** joins the company as **Retail Manager**. From Padua, 42 years old and a Business Economics graduate, he brings significant worldwide retail experience, from Gas to Scervino, to Diesel. He will be involved in optimising the performances of the 41 directly owned childrenswear brand stores, identifying new opportunities to open on target markets and roll out the expansion strategy through directly owned boutiques.

With the entry of Furlan, **Andrea Mattesini**, Monnalisa's retail manager since 2003, is promoted to **Digital Manager**, with the opportunity to manage full time all Monnalisa digital operations, including direct and indirect e-commerce and the omnichannel strategies.

Chief Executive Officer Christian Simoni stated *"We begin 2019 by tackling in a more structured manner the complexities presented by the market and the major retail developments which we are undertaking. The online-offline integration and multichannel operations are our priority. In order to further build and strengthen the major direct to consumer areas of retail and digital, they have been assigned to individuals with extensive expertise"*.

Furlan joins as we open our **fifth direct store in the USA**: ribbon-cutting today of the fourth largest outlet store globally, at **Sawgrass Mills** (Florida).

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.

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