

## MONNALISA - FOCUS ON ASIA PACIFIC CONTINUES WITH NEW TAIWAN OPENING

**The opening follows by one week the Hong Kong relocation to the Ocean Terminal, with the doubling of flooring space.**

*Milan, September 13, 2019* – Monnalisa, engaged in the high-end childrenswear segment for over fifty years and listed on Borsa Italiana's AIM Italia market, announces the launch of operations - after the recent openings in Guam and Istanbul - on the island of **Taiwan**, one of Asia's top markets and a target for the childrenswear brand.

The new opening is at a space at the Shin **Kong Mitsukoshi** Nanxi Store One mall in the capital Taipei. This opportunity for Monnalisa is in line with its retail strategy for the careful selection of locations in terms of customer type, brand mix and return per square meter. Mitsukoshi in fact offers over 1,900 brands and a network of 21 sales points on the island, which attract over 100 million visitors per year.

*"The Asian market confirms its strategic importance to our development plans. Following the agreement signed in July with the Chinese e-commerce giant Alibaba, the new opening in Taipei allows us to further strengthen in Asia Pacific, where we already have a presence with 13 stores, in line with our objective to create synergies between the offline and online channels. We truly believe in the growth potential of this region, which greatly appreciates the quality of Italian fashion and features customers with high disposable income"* stated **Christian Simoni**, Chief Executive Officer of Monnalisa.

The temporary space in Taipei of 72 sq./m. shall feature the pink floors and floral walls with Monnalisa-style furnishings, embellished with rose-gold finishes. The glass display counters, the pink leather seats and two light boxes will set the tone for the shabby chic atmosphere.

**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 51.1 million** were reported in **2018**. 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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