

MONNALISA'S RETAIL EXPANSION CONTINUES: FOURTH OPENING IN BRAZIL

Ribbon-cutting in Recife at the Rio Mar Shopping Mall

Milan, September 16, 2019 – Monnalisa drives forward its retail development with, after last week's new openings announced in the Far East, yesterday its fourth store opening in Brazil. The "landing" in South America is in Recife, the ancient capital of Brazil, a major tourist destination due to its perfect location on the Atlantic and known as "the Brazilian Venice" because of its architecture.

"The ribbon cutting with a temporary 40 square metres in one of the most prestigious shopping destinations in South America - declares Christian Simoni, CEO - strengthens the distribution of our brand, already present in Sao Paulo, Belo Horizonte and at the outlet mall in Catarina, in one of the world's fastest growing economies, seventh in the world in terms of purchasing power, and in a young country that is carving out a key position in the world of fashion and design".

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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