

MONNALISA SAYS GOODBYE TO SINGLE USE PLASTIC: FREE WATER BOTTLES FOR ALL EMPLOYEES

Green initiative to fight plastic emergency

Arezzo, November 7, 2019 - Monnalisa has always had a close connection with the region and an interest in eco-sustainability. **This commitment was furthered also with the opening of the new extended HeadQuarters in May last year, designed to reduce as much as possible environmental impacts and with savings of 23.533 tonnes of CO2 emissions.**

The company is constantly committed to improving performance, drawing up and implementing **social and environmental sustainability policies**. In view of this and consistent with its environmental management system objectives, every year activities are planned and rolled out to positively and concretely contribute to issues which have gained increasing importance. **Monnalisa's great respect for the environment is supported also by the active and responsible involvement of employees through their small daily actions.**

The latest Censis survey indicates that Italy is the leading consumer in Europe of bottled mineral water. **The brand therefore launched in 2018 a feasibility study for the gradual elimination of plastic bottles by company distributors, concluding positively today with the distribution of a stainless-steel water bottle to 203 Italian workers.**

"We are proud to have taken this initiative which translates into a saving of approximately 6,000 bottles per year. It is a small gesture of responsibility towards the environment, which allows us to communicate, through our collaborators, our message of environmental protection. Be conscious. Use less plastic." stated Christian Simoni, CEO of Monnalisa.

Further details:

Monnalisa SpA (Aim Italia -Ticker MNL), listed on the AIM Italia market since July 12, 2018 and engaged in the high-end childrenswear segment for fifty years, was founded in Arezzo in 1968. It distributes **in over 60 countries**, both through direct flagship stores and at the world's best-known Department Stores and over 750 multibrand sales points. Focusing on high-quality and made in Italy style, it invests in research and development, with sustainability a core concern. The company complies with the SA8000 regulation and environmental certification ISO 14001. The company has been Elite-Borsa Italiana certified since April 2016.

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