

MONNALISA CONTINUES INTERNATIONAL EXPANSION AND CELEBRATES 50TH OPENING

New opening in heart of Russia for childrenswear brand

Moscow, December 5 2019 - Monnalisa, the high-end childrenswear sector leader and listed on the AIM Italia market, announces its fiftieth worldwide opening with the ribbon-cutting of a new boutique in Moscow. In addition to the current stores at Crocus City Mall and Europejsky, those located at the Outlet Village in Vnukovo, at Leninsky Prospekt and at Novaya Riga, the new shop-in-shop is located on the fourth floor of the **Vremena Goda shopping mall** in Kutuzovsky Avenue.

"The ribbon-cutting in Vremena Goda follows that twenty days ago at the Outlet Village of Novaya Riga. Italy is one of Russia's main luxury sector partners and Moscow is one of the top five European shopping capitals - stated Christian Simoni, Chief Executive Officer - The particular appreciation among Russian mothers for our collections and in general for Made in Italy products is encouraging and builds our position on this market".

The mall which hosts the new 60 square metre Monnalisa boutique is just a few steps from the Slavyansky Bulvar metro station, covers a surface area of 65,000 square metres and hosts 130 stores, including the world's top luxury brands.

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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