

MONNALISA INVESTOR DAY: "Lifestyle, driver of growth and digital development"

January 14, 2020 – Monnalisa Showroom Milan

Arezzo (AR), January 10, 2020

Monnalisa S.p.A., the operating holding company of the Monnalisa Group, the high-end childrenswear brand and listed on the AIM Italia market, announces that on **January 14, 2020** it will present to institutional investors and the financial press the company's developments, with a particular focus on process optimization and expansion through its digital channels, as outlined by Monnalisa's managers. The Investor day will be held in Milan at the Monnalisa showroom at Corso Buenos Aires, 1 at 11AM. The presentation will be made available on the company's website on the morning of the event. The new Autumn Winter 2020/2021 collection will also be previewed, with presentation at Pitti Bimbo from January 16.

The following will be in attendance:

Piero Iacomoni, Chairperson and Founder

Christian Simoni, Chief Executive Officer

This Press Release is available on the company website www.monnalisa.eu/it/, in the "Investor Relations/Press Releases" section and at www.emarketstorage.com.

Monnalisa SpA (Aim Italia -Ticker MNL), listed on the AIM Italia market since July 12, 2018 and engaged in the high-end childrenswear segment, 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 more than 700 multibrand sales points. Focusing on high-quality and made in Italy style, its research and development investment is matched by a commitment to sustainability. The company complies with the SA8000 regulation and environmental certification ISO 14001. The company has been Elite-Borsa Italiana certified since April 2016.

Monnalisa S.p.A.

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