

## MONNALISA THINKS OF THE LITTLE ONES: COLOURED SURGICAL MASKS FOR THE UNDER 12'S

**The production of masks continues, in a special version for children, for both charity operations and Monnalisa customers**

*Arezzo, April 21, 2020*

Monnalisa, the high-end childrenswear sector leader and listed on the AIM Italia market again makes itself available in view of the COVID-19 emergency.

After devoting part of its production efforts to the manufacture of TNT surgical masks for the city of its foundation, Arezzo - delivered in recent weeks to local administration, law enforcement agencies, the Tuscany South-East Health Authority - Monnalisa starts a special production for children: surgical masks for individual use, in a comfortable format, adapted to the anatomy of the smallest, washable, sterilizable and reusable. The fabric is in fresh 100% cotton, made with the iconic patterns of the brand.

The first batch was delivered to the children's ward of San Donato Hospital. A second lot is scheduled for next week, in favour of a local family home, a charity operation in synergy with the AIAF - Associazione Italiana Avvocati di Famiglia - based in Arezzo.

"In addition to charity operations, a fitting tribute to our city of choice, we will continue to produce surgical masks, in this under-12 version, which will be appreciated by children both for its comfort and for its captivating images, including it as a gift in e-commerce purchases" - said Christian Simoni, CEO. "The same in our Italian boutiques, where, in compliance with the presidential decree and the orders of the individual regions, we are offering special shopping experiences in total safety, by appointment only and with a maximum of one customer per store. A little attention for the children, whose sensitivity and needs we know well."

**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.

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