

MONNALISA: FIRST BOUTIQUE IN INDIA

Ribbon-cutting at the luxurious "THE CHANAKYA", NEW DEHLI

New Dehli, September 16th, 2020 - Monnalisa, the high-end childrenswear leader and listed on the Italian Stock Exchange's AIM Italia market, opens its first single-brand boutique in the luxurious "THE CHANAKYA", a mall offering a refined shopping experience and a selection of the most prestigious international luxury brands. The boutique of approx. 80 square metres and featuring the brand's new format inspired by the excellence of Italian craftsmanship - capitonné walls, crystal chandeliers and shabby chic hangers, represents an important milestone for Monnalisa, achieved in collaboration with a local partner. "The Chanakya" is located in the embassy area, one of the most exclusive of the capital. *"Retail sales are one of the pillars of the Indian giant's economy" stated Christian Simoni, CEO. "It is important to have a presence in a country that is one of the top five global retail destinations, with great potential also in terms of e-commerce. We can benefit from the interest shown by the new generations in globally recognisable products and in the European luxury segment and from the great potential represented by an expanding middle class".*

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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