

MONNALISA: FIRST CONSUMER APP LAUNCHED ON APPLE STORE

Digitisation continues with launch of new digital tool to increase interaction and dialogue with target customer base

Arezzo, October 15, 2020

Monnalisa, the high-end childrenswear leader and listed on the AIM Italia market, has launched the first consumer APP that will be available on the Apple store, so as to increase interaction with its customers already using the web and social channels.

"We have been working on this project for some time, seeking to gain the attention of a growing audience and to engender customer loyalty through developed channels" stated Christian Simoni, Chief Executive Officer. "We take on this digital challenge with pride and which has already led to excellent results for the B2C e-commerce platform and the virtual showroom.

The APP will be connected to the brand's B2C e-commerce platform with a series of functionalities - viewing of the collections, photo booth, stickers with creative options of the Monnalisa collections - that will soon be further extended to gaming also.

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 500 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.

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