

MONNALISA ANNOUNCES OPENING OF CONCESSION STORE AT RINASCENTE MILAN IN PIAZZA DUOMO

Milan, October 29 - Monnalisa, the high-end childrenswear sector leader and listed on the AIM Italia market, continues to roll out its retail expansion plan, announcing the opening of a **Concession store at Rinascente Milan, in Piazza Duomo**. Already present at the famous department store, Monnalisa further strengthens its position at Milan's Piazza Duomo "showcase" with the **move to a Concession** - a mono-brand space managed directly, marking an important milestone in the historic partnership with Rinascente. The Monnalisa space, located on the fifth floor of the famous department store, houses the clothing and accessories collections, with an evocative setting in quilted eco-leather and pink gold details.

Christian Simoni, Chief Executive Officer, stated: *"We bring to the heart of Milan and to the attention of a very refined and demanding domestic and international clientele our 0/16 years collections, with their strong romantic-contemporary identity - reinforcing our position in one of the world's recognised fashion capitals. We are particularly proud of this Concession that rewards an almost 20-year collaboration with the luxury department store that has made its contribution to Italy's fashion history"*.

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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