



CHIARA FERRAGNI AND MONNALISA SIGN LICENSING AGREEMENT

Milan 23th November 2020 - Long-term licensing agreement signed by Chiara Ferragni and Monnalisa, the high-end childrenswear sector leader listed on the AIM market.

An agreement with the precise objective of growing globally the brand founded by Chiara Ferragni in the 0-10 years childrens fashion segment, leveraging the structure and experience of **Monnalisa**, with its 52 years of history, **distributed in more than 60 countries, with over 500 multi-brand sales points - including at the world's top department stores, and with 48 mono-brand stores in very carefully selected international luxury locations.**

Monnalisa may further expand its target market on the basis of its digital transformation strategy.

The first collection under the brand licensing strategy shall be dedicated to Fall/Winter 2021/2022.

Chiara Ferragni, CEO and Creative Director of Chiara Ferragni Collection, stated: *"The agreement with Monnalisa is a further step in the comprehensive and global development of the brand carrying my name. The Tuscan enterprise is without doubt a mark of global excellence for high-end kidswear and allows us to enter this market segment through the front door."*

Christian Simoni, Chief Executive Officer of Monnalisa, stated: *"This agreement is an unprecedented opportunity to employ all our expertise - from a creative, productive, commercial and distribution standpoint - drawing on major economies of scale. We are delighted to get involved as the vehicle for this young but absolutely iconic brand to take off, benefitting at the same time from the global reputation of this extraordinary digital entrepreneur, followed closely also by our young mothers as a model of a determined woman with whom to identify."*

The five-year licensing agreement shall be on multi-channel.

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