

MONNALISA: E-COMMERCE GROWS IN Q4 2020 CONVERSION RATE UP 105% AND TRANSACTIONS UP 72%

Arezzo, February 3, 2021

Monnalisa, the high-end childrenswear sector leader and listed on the AIM Italia market of the Italian Stock Exchange, announces its e-commerce platform's performance.

Monnalisa's online shop, which has developed on the back of the Group's improved digital strategy - partially driven in reacting to the global pandemic - reported significant growth in Q4 2020 over the same period of 2019: transactions were up 72%, with the conversion rate more than doubling (up approx. 105%).

Investments have been focussed mostly on technology, so as to make the platform even more stable, which was comprehensively revamped in 2020.

In continuity with the Group's digital strategy, the first Customer Journeys also began in October 2020 through the use and strengthening of marketing automation and CRM, further developing the digital channel at both a technological and marketing level.

*"We are very satisfied with the performance of our e-commerce platform that in the second half of 2020 has truly taken off compared to 2019" stated **Christian Simoni**, CEO of Monnalisa. "These results are not by chance but are the result of a precise digital strategy which, as already announced during the year just concluded, has channelled the main investments by introducing major technological developments. We will continue to place great emphasis on the online channel in the future as an integral part of our business model."*

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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