

MONNALISA APPOINTS NEW DIGITAL MANAGER TO STRENGTHEN THE GROUP'S DIGITAL STRATEGY

Arezzo, June 28, 2021

Monnalisa S.p.A., the high-end childrenswear sector leader and listed on the AIM Italia market announces that **Jacopo Laganga** has taken on the role of **Digital Manager**. He comes with a long track record in the fashion & luxury sector. The appointment of the new Digital Manager is part of the increasingly key strategy to control and strengthen the Monnalisa Group's digital channel.

Jacopo Laganga, having attained a degree in Multimedia Communication and with a Masters in Business Administration, has over 11 years of experience in digital marketing, eCommerce and analytics at multinational companies. Jacopo in fact has held similar roles of increasing responsibility up to the position of Global Digital Performance Marketing Manager at Gucci and was a member of the Client Advisory Board at Rakuten Advertising. Previously, he was a Project Management & Strategic Consultant at Adacto Digital Native Agency, a company specialised in integrated and multichannel communication projects, was the Digital Marketing Manager at Patrizia Pepe and at Antony Morato was head of Global eCommerce & brand digital strategy.

Christian Simoni, CEO of Monnalisa S.p.A., commented: *"Our Group is strengthening its positioning on social media with an action plan which fits with our strategy and the development of the markets. The appointment of the new Digital Manager is part of this strategy, as we seek to make the correct choices in terms of digital marketing, eCommerce and synergistic integration with our "physical" stores. We thank Jacopo Laganga for accepting this new challenge at Monnalisa and are confident that he can make a positive contribution to the growth of our Group"*

This Press Release is available on the company website www.monnalisa.com/it/, in the "Investor Relations/Press Releases" section and at www.emarketstorage.com.

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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