

## MONNALISA PARTNERS ON LECLERC BABY'S NEW STROLLERS LINE

### **AGREEMENT SIGNED WITH LSC EUROPE B.V. FOR STROLLERS WITH THE ICONIC MONNALISA LABEL**

Arezzo, 18 January 2022: Monnalisa, the high-end childrenswear sector leader, extends its early childhood range, partnering on a new line of strollers for LECLERC BABY. Monnalisa expands its Newborn offer - thus far focused mainly on layette and beauty products - with its unmistakable floral pattern appearing on Leclerc Baby's high-performance strollers. The three-year renewable license agreement covers multi-channel international distribution and provides a dual margin source for Monnalisa: on sales made by Leclerc Baby- through its website and its network of multi-brand customers specializing in baby care, Monnalisa will receive a royalty - Monnalisa will also sell this line of products through its wholesale, retail and e-commerce channels, acting substantially as a distributor. The Leclerc Baby by Monnalisa strollers will be available for order from mid-January and available to end customers from April. The Monnalisa custom model is the INFLUENCER, an ultralight stroller with automatic folding button, featuring a removable bumper bar, sun canopy with +50 SPF protection, reclining backrest in three positions, rain cover and drink holder. The line will also include a diaper bag, footmuff and organizer. The new Leclerc Baby by Monnalisa stroller has a pink gold frame, nicely combined with the iconic floral pattern of the brand and is available in three colors: Antique pink, Birch and Black.

Christian Simoni, Chief Executive Officer of Monnalisa, stated upon the agreement: *"We chose Leclerc Baby because it is a young, innovative and dynamic company, who won us over with their ultra-light products and their concept, an expression of a contemporary lifestyle. Customers, who already appreciate our LAYETTE offerings - onesies, bibs, rompers, suits and accessories, perfectly fit the profile of parents interested in high-comfort designer products. If the project has the market response we expect, we will further expand the range of products made in collaboration with Leclerc Baby"*.

Bob Reiche - CEO Leclerc Baby, *"We are delighted with the Monnalisa collaboration and very proud of the first Leclerc Baby by Monnalisa collection. The beautiful Monnalisa designs are a crown on our 2022 collection and of great value to us"*.

**Leclerc Baby (LSC Europe)**, is one of the fastest growing stroller brands in the world. Leclerc Baby won three global awards for best compact and lightweight stroller in 2021 and is now available in 49 countries. The brand stands for making parenting easier and is passionate about their pillars: Convenience, Comfort, Safety and Service. All products are designed with a modern city lifestyle in mind, and their luxury strollers set them apart from the competition.

**Monnalisa SpA (Ticker MNL)**, listed on Euronext Growth Milan since 12 July 2018 and active in the high-end childrenswear sector, was created in Arezzo in 1968. It distributes **in over 60 countries**, both in direct flagship stores and in the most prestigious department stores in the world and more than 500 multi-brand stores. High quality and made in Italy style are flanked by investments in research and development, with great focus on sustainability issues. Compliant with SA8000 standard and ISO 14001 environmental certification.

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