

## CHRISTIAN SIMONI

CEO

Christian Simoni was born in Florence in 1971 and graduated with a degree in Economics and Business from the University of Florence, subsequently receiving a doctorate in Economics and Business Management. His work with Monnalisa began in 2003 through the consultancy firm of which he is a founder, Athena Consulting. His responsibility on strategic projects has increased as he has supported the founding family, and Piero Iacomoni in particular.

In 2011, Monnalisa S.p.A. made its preparations for the future with a new governance system: founder Piero Iacomoni retained his position as Chairman of Board of Directors and passed the baton of General Manager to Christian Simoni.

In 2013 he took on the role of CEO at the company and, in close collaboration with the Board of Directors, was tasked with guiding the Group's development, guaranteeing its growth and organising its activities around a strategic plan. In July 2018 he saw the company through its listing on the AIM Borsa Italiana market.