

"MONNALISA FOR PETIT CHERIE"

**COLLABORATION AGREEMENT SIGNED WITH GATO MIA CONFECÇÕES LTDA BRASIL FOR THE PRODUCTION, PROMOTION, DISTRIBUTION AND MARKETING IN SOUTH AND CENTRAL AMERICA OF "MONNALISA FOR PETIT CHERIE"**

Arezzo, October 12, 2022 - Monnalisa, the high-end childrenswear sector leader, continues to innovate through collaborations with other enterprises and brands to develop and launch capsule collections. The international scope of this strategy is reflected in the agreement with Gato Mia Confecções, a Brazilian children's fashion market leader and owner of - among others - the Petit Cherie brand, which it distributes to approx. 1,700 wholesale customers. The Fall-Winter 2023 collection will be produced in Brazil and distributed in Central and South America under the "**Monnalisa for Petit Cherie**" brand name.

The fashion show to launch the collab will be held at the "Casa Higienópolis" in São Paulo on October 24, and order taking will begin from the following day at the Maison Petit Cherie showroom. The products will be available in stores from next January and will complement those already distributed in Brazil directly by Monnalisa.

The company thus expands its international multichannel distribution strategy, in line with the Group's increasingly international vision. Monnalisa will receive a royalty based on sales in the contracted territories.

Christian Simoni, Monnalisa's Chief Executive Officer, made the following observations on the agreement: *"The Monnalisa Group has embarked on a path of international and multichannel development that is further boosted by the agreement with the Petit Cherie brand for Central and South American markets, and Brazil in particular, which present interesting medium-term opportunities. I believe that the collaboration with Gato Mia Confecções, in addition to providing continuity to our strategy of dynamic innovation of the offer through collabs, and the obvious strictly short-term economic interests, will support the raising of brand awareness - and particularly in Brazil."*

*This Press Release is available on the company website [www.monnalisa.com](http://www.monnalisa.com), in the "Investor Relations/Press Releases" section and at [www.emarketstorage.com](http://www.emarketstorage.com).*

**Monnalisa SpA (Ticker MNL)**, listed on the Euronext Growth Milan market since July 12, 2018 and engaged in the high-end childrenswear segment, was founded in Arezzo in 1968. It distributes **in over 55 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.

**Monnalisa S.p.A.**

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