

MONNALISA



LA MARTINA AND MONNALISA SIGN 5-YEAR MULTI-CHANNEL LICENSE AGREEMENT

Arezzo, September 13 – La Martina, an iconic international brand linked to the world of Argentine and British polo, with all its connotations of naturalness, sportiness and luxury, and Monnalisa, a high-end childrenswear company and listed on the Euronext Growth Milan, have signed a 5-year multi-channel license agreement.

The international agreement has the objective of launching and growing a clothing, footwear and accessories offering for the 0-16 year-old audience, of the brand founded in 1985 in Buenos Aires, by Lando Simonetti, through the structure and expertise of Monnalisa, which with its 55 years of history in the kids segment, which is distributed in more than 50 countries, with more than 400 specialised multibrand stores - and with 50 monobrand stores in international luxury locations.

Monnalisa will be able, with this partnership, to further broaden its target clientele and deploy its expertise with an offering complementary to the contemporary romantic style for which it is known.

The first collection resulting from the brand's new licensing course will be the one dedicated to FALL-WINTER 2024/2025.

Alessandro Santamaria, Vice President of La Martina " We are proud to have concluded a licensing agreement for the kidswear line with Monnalisa, a leading company in this sector. Its positioning and experience make it the ideal partner to develop this new journey and achieve common commercial and distribution goals. Together we will create innovative collections that reflect La Martina's artistic vision and DNA. In fact, our goal is to integrate and combine each other's expertise, so as to ensure a comprehensive and specially designed offering for our consumers, in collaboration with a qualified and prestigious company."

Christian Simoni, Chief Executive Officer of Monnalisa, comments with great satisfaction on the agreement: "We are excited about this license and the contribution we can make to the launch of the kids segment of an iconic brand, thanks to our specific expertise -creative, productive, and commercial -in the children's sector. There are great points of contact between our companies, which originated from an entrepreneurial intuition as a family business that later evolved and became managerial: historicity, tradition, a value universe linked to integrity and quality. Certainly Monnalisa will benefit from the global recognition of a brand that has recently set itself apart through significant growth rates and a very effective omnichannel and retail strategy."

The licensing agreement is an important step along the strategic path of changing Monnalisa's business model. The Kids La Martina collection will be distributed, in addition to selected mono brand stores, via e-commerce and in a selection of Monnalisa multibrands. The style office, under the direction of Barbara Bertocci and Diletta Iacomoni, will interpret La Martina's style guides with the quality and attention to detail that distinguishes this historic brand.

This Press Release is available on the company website www.monnalisa.com, in the "Investor Relations/Press Releases" section and at 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 50 countries**, both through direct flagship stores and at the world's best-known Department Stores and more than 400 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.

La Martina, founded in 1985 in Buenos Aires, is a ready-to-wear garments and accessories company and a leading manufacturer of technical equipment for the polo sport. Its presence today is rooted in Europe and Latin America, the Middle East, and North Africa, with **100 monobrand stores** (including flagship stores in Milan, London, Paris, Dubai, Johannesburg, Buenos Aires, New Dehli, Riyadh, and Cairo) and **600 multibrands**. La Martina developed partnerships and collaborations with the most renowned Ivy League universities (Harvard and Yale) and schools in the UK (Eton, Cambridge and Oxford). Its main offices are in Buenos Aires (Argentina) and Chiasso (Switzerland) with operating offices in London and Miami. In 2000 it founded the Polo Management Group, headed by Adrian Simonetti, an agency that provides organization, sponsorship management, horse and player technical support for polo-related events.

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