

MONNALISA

AEFFE^{SPA}

AEFFE AND MONNALISA SIGN KID'S WEAR LICENSING AGREEMENT FOR PHILOSOPHY DI LORENZO SERAFINI

Arezzo, February 19, 2024 – **Aeffe S.p.A.**, an international company active in the fashion and luxury segment through the creation, production and distribution of a wide range of product categories, including ready-to-wear, footwear, leather goods, underwear and swimwear, and **Monnalisa S.p.A.**, a high-end childrenswear company listed on the Euronext Growth Milan stock exchange, announce the signing of a multi-year licensing agreement for the kids line of the **Philosophy di Lorenzo Serafini** brand, valid until 2032.

The agreement aims to develop a ready-to-wear, footwear, and accessories offering for the **Philosophy di Lorenzo Serafini's** brand **target audience of girls aged 0-14**, leveraging on Monnalisa's structure and expertise. With its 55-year history in the childrenswear segment, Monnalisa distributes its collections across over 50 countries through more than 400 specialized multi-brand retailers and operates 50 mono-brand stores in international luxury locations.

The Philosophy di Lorenzo Serafini brand established its children's wear line in 2018, translating Creative Director Lorenzo Serafini's signature aesthetic into collections injected with a joyful and romantic appeal, but also peppered by urban and glamorous touches.

A chance encounter among Lorenzo Serafini, Diletta Iacomoni, Creative Director of Monnalisa, and Matteo Tugliani, Shareholder and Board Member of Monnalisa, led to the creation of the business partnership between two companies sharing the same attention to creativity and quality.

With this strategic step, Monnalisa will be able to further expand its target clientele and apply its expertise to an offering aligning with its signature contemporary romantic style. The collaboration will debut with the Spring/Summer 2025 season.

"We are very happy to embark on this new journey with Monnalisa for the Philosophy di Lorenzo Serafini brand," states Massimo Ferretti, Chairman of Aeffe Group. *"I believe that Monnalisa and its team will be able to impeccably interpret Lorenzo Serafini's creative vision, bringing to life ready-to-wear and accessories kid's collection featuring great appeal for the new global consumers."*

Christian Simoni, CEO of Monnalisa, declares, *"We are very pleased with this agreement. I believe that our contribution can be significant in the development, in the kids segment, of*

an iconic brand, thanks to our specific expertise - creative, productive, and commercial - in the age segment up to 14 years. It's another important step along Monnalisa's strategic path of evolving its business model through licensing acquisitions."

This press release is available on the Company's website monnalisa.com under the "Investor Relations/Press Releases" section and on www.emarketstorage.com.

Aeffe SpA

Listed on the Milan Stock Exchange's Star segment since 2007, AEFPE S.p.A is an international player in the luxury industry. Based in Italy's Rimini area, the company was officially founded in 1980 by siblings Alberta Ferretti (Vice-President) and Massimo Ferretti (Executive Chairman). AEFPE S.p.A operates a portfolio of international labels, including Alberta Ferretti, Philosophy di Lorenzo Serafini, Moschino and Pollini. The AEFPE Group employs over 1,400 people worldwide, and distributes its collections over 69 countries through a network of flagship stores, franchised mono-brand boutiques and selected multi-brand retailers.

www.aeffe.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 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.

Monnalisa S.p.A.
Issuer

C.so Buenos Aires, 1
20124 Milano

Elena Losa
M. + 393355241847

AEFFE Spa
Investor Relations

Matteo Scarpellini
Investor.relations@aeffe.com
m
+39 0541 965211

Press Relations
Alessandra Turra
Alessandra.turra@aeffe.com
+39 02 76059206

IR Top Consulting
Investor & Media Relations

Via Bigli, 19
20121 Milano
Domenico Gentile

Tel. +39 02 4547 3883/4
ir@irtop.com
ufficiostampa@irtop.com

CFO SIM S.p.A.
Nomad & Specialist

Via Annunciata 23/4
20121 Milano

T. +39 02 303431
ecm@cfosim.com