

New Chief Executive Officer appointed

MONNALISA: MATTEO TUGLIANI TO LEAD THE GROUP

Sara Sisti appointed new Investor Relations Manager

Arezzo, May 7, 2024

Monnalisa SpA. - the high-end childrenswear company listed on the Euronext Growth Milan market, is pleased to announce the **appointment of Matteo Tugliani as the Group's new Chief Executive Officer.**

Tugliani joined Monnalisa in 2013 as a shareholder-director and member of the Board of Directors. His strategic vision and strong ties with the Group will see him relaunch the Group and the Monnalisa brand.

Matteo Tugliani was born in Arezzo in 1980 to a family of entrepreneurs in fashion retail. He is married, with 3 children, holds a degree in Economics and Small Business Management, for which he spent time at Columbia University and Carlos III in Madrid, and a master's degree in marketing and communication from Luigi Bocconi University. He immediately directed his strong entrepreneurial spirit towards the fashion sector, founding the strategic and commercial consulting agency **Fashion Link**, where **he developed two start-up projects in the world of sneakers, transforming them into iconic products in the premium sector.** Through the **Finmat** holding company, he is today sole shareholder of the brand **Moaconcept.com**, owned by the company **Fashion Gate**, and co-founder of the **Dresso** platform, which utilises a proprietary business model with a registered patent on second hand goods.

He brings with him profound knowledge of the fashion market and its development drivers, alongside his innovative vision to lead the company at a crucial time for the fashion industry.

"I would like to express my deep gratitude to the ownership and founders, Piero Iacomoni and Barbara Bertocci, for the trust they have shown in me at a moment of unprecedented change in the global landscape" stated Mr. Tugliani. "Monnalisa represents Italian excellence in the industry, with a DNA that brings together style, creativity and unique products. I am committed to preserving and enhancing that legacy, leading the company toward ambitious new goals of innovation and social and environmental responsibility. Against a backdrop fraught with challenges including changing consumption and geopolitical and macroeconomic variables, Monnalisa will continue to set itself apart as an omnichannel manufacturing and distribution platform at the forefront of kidswear, seizing future challenges with long-term vision, and



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moving toward a direct relationship with customers through the branding strategy and digital marketing."

Matteo Tugliani holds 3.80% of Monnalisa S.p.A.'s shares through Jafin Due srl.

Piero Iacomoni and Barbara Bertocci, founders of the historic brand, commented upon the appointment: **"We thank the outgoing Chief Executive Officer, Christian Simoni, for his major commitment over the years. As the new CEO, working in close partnership with the creative direction of Diletta Iacomoni, Matteo Tugliani constitutes the formalization of a generational shift that will strengthen the brand we have created, which is already a synonym for excellence and innovation in the global 0-16 fashion world".**

Sara Sisti was also appointed as the new Investor Relations Manager, who has been with the company for many years in the role of Finance & Control Manager, in which she will continue.

The company reports for 2023 revenues of 41.9 million, licensing agreements with the iconic Philosophy by Lorenzo Serafini brand, and a medium-term ESG rating outlook of EE+.

This Press Release is available on the company website 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 60 countries**, both through direct flagship stores and at the world's best-known Department Stores and over 400 multi-brand 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

Corso Buenos Aires, 1
20124 Milan
Elena Losa
Tel. +39 3355241847
e.loso@monnalisa.eu

CFO SIM S.p.A.

EuronextGrowth

Advisor

Via dell'Annunciata 23
20121 Milan
Tel. +39 02 303431
ecm@cfosim.com



MONNALISA S.p.A.

Via Madame Curie, 7 - 52100 Arezzo – Italy VAT No. 01163300518

www.monnalisa.com - e-mail info@monnalisa.eu - ph. +39 0575 9850.1 - fax +39 0575 9850.20