



# MONNALISA

COMPANY PROFILE









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Monnalisa is a family business founded in 1968 by Piero Iacomoni and Barbara Bertocci, with their daughter Diletta Iacomoni serving as the Creative Director. The heritage of Monnalisa's stylistic signature runs as a common thread across generations.

Located in Arezzo, the company produces high-quality children's clothing, with a strong focus on research, sustainability, and social responsibility.

It offers a wide range of products and collaborates with brands such as Chiara Ferragni, La Martina, and Philosophy by Lorenzo Serafini.

Present in over 50 countries with both mono-brand and multi-brand stores, 65% of its revenue comes from abroad. Since 2013, it has been part of the ELITE program of Borsa Italiana, and in 2018, it joined the Euronext Growth Milan-Borsa Italiana (formerly AIM).

50+  
COUNTRIES

45  
DOS-DOO

500+  
MULTIBRAND  
STORES

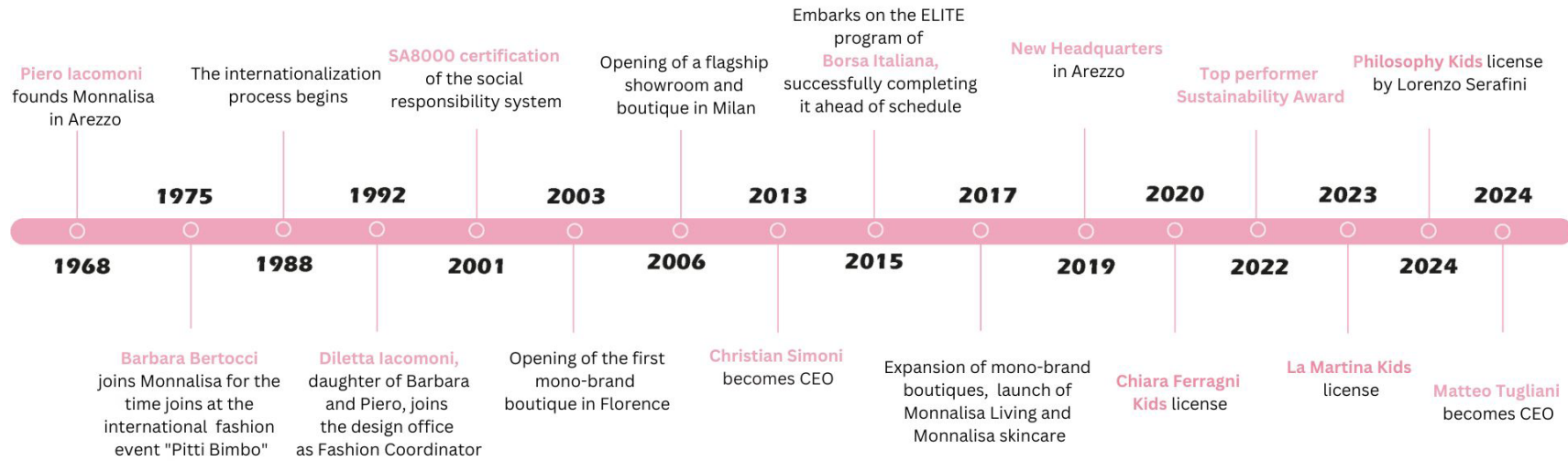
300+  
EMPLOYEES

REVENUES  
€42M

63%  
EXPORT

+46%  
DIRECT TO  
CONSUMER

ADJ.  
EBITDA  
€4M







## V I S I O N

**“We are dedicated to excellence through creativity, innovation and quality.”**

United by fair and collaborative leadership, grounded in our core values, we work together daily to dress the world in iconic and timeless style. Monnalisa stands as the leading brand in children’s fashion, offering enduring excellence and Italian design rooted in Tuscany, with meticulous attention to detail and quality. We celebrate and immortalize the unique moments of childhood with elegance and joy.



## M I S S I O N

**“Creating value and values over time.”**

Monnalisa’s mission is to craft high-quality clothing that embodies timeless elegance and the playful spirit of children. We aim to provide a distinctive and refined wardrobe that celebrates each child’s uniqueness while honoring their happiness and carefree nature.





## V A L U E S

Our products are born from creative talent and innovation, aimed at delivering exceptional performance.

We operate with ethics and integrity, adhering to and respecting all regulations.

We cherish and respect everyone's diversity.

Our core values include elegance and modern sophistication, quality and craftsmanship, authenticity and tradition, creativity and innovation, and sustainability.



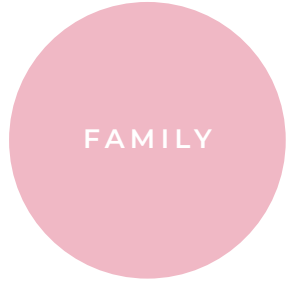
### “Dressing childhood dreams”

The DNA of Monnalisa is characterized by its Italian heritage from the founding **family**, its unique Italian style and lifestyle, attention to detail, quality fabrics, and Italian craftsmanship. This craftsmanship creates garments that combine **fashion** trends, comfort, and practicality to celebrate unique and unforgettable moments in children’s lives.

The natural and **floral** patterns unique to the Monnalisa brand capture the enchantment of nature and the joy and innocence of childhood. The blossoming, symbolizing birth and growth, transforms our distinctive design into an enchanted garden, evoking happiness, abundance, youthfulness, homage, and kindness, as well as a place of adventure, mystery, and enchantment just like in **fairytales**.



D N A





Creativity is at the core of the manufacturing process. Monnalisa embraces creativity and innovation in design, constantly seeking new inspirations and trends to create unique and distinctive collections that stand out in the children's fashion landscape. Teams specialized in all stages of the creative process are led by Barbara Bertocci and Diletta Iacomoni, covering areas from design to manufacturing, architecture to communication and photography, and store interior design to all of Monnalisa's endeavors.

The brand is internationally recognized as an example of excellence in childrenswear and a benchmark in the luxury goods sector. It combines timeless qualities derived from the selection of the finest materials, craftsmanship, and exclusivity with contemporary creativity that is receptive to market trends and technological innovations.



**PIERO IACOMONI**  
Chairman



**MATTEO TUGLIANI**  
CEO



**SIMONE PRATESI**  
Board Member



**FABRIZIO DOSI**  
Independent  
Board Member



**STEFANO DELLA VALLE**  
Independent  
Board Member



The Company is organized according to the traditional administration and control model, with the Shareholders' Meeting, the Board of Directors, the Board of Statutory Auditors, and the entity responsible for the legal auditing of accounts.

The Board of Directors is the Company's highest decision-making body, vested with all the ordinary and extraordinary management powers.

The current composition of the Board of Directors is effective as of May 7, 2024.



Monnalisa has an extremely flexible production structure. For industrialized products, all transformation phases — after raw material control and fabric cutting, which is the most important phase to guarantee high quality in the finished product— are outsourced to small laboratories. This approach maintains effective control over every critical point of the cycle. For each collection, projections based on the outcome of the sales campaign allow the company to program purchases and production in advance.

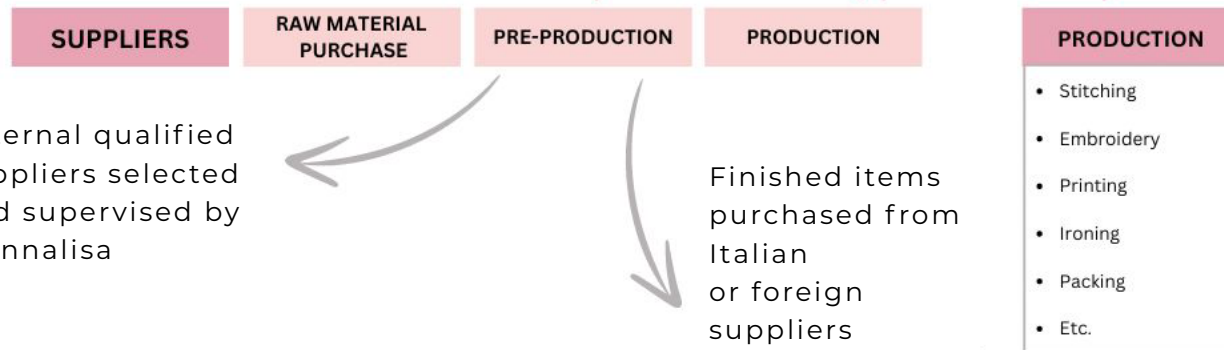
This integration enables the Group to translate its innovative fashion concepts into viable commercial products while retaining flexible capacity, technical control over know-how, quality, and sustainability.



30 people oriented towards high creativity content and innovation



High Quality Fabrics carefully tested internally by Monnalisa



External qualified suppliers selected and supervised by Monnalisa

Finished items purchased from Italian or foreign suppliers monitoring constantly the quality of manufacturing process

Outsourced with 26 small specialized laboratories mainly located in central Italy (above 90% are in Italy and 12 are exclusive for Monnalisa)



Product development, prototyping, production planning, raw materials selection and buying, raw materials quality control, fabrics cutting, are all managed internally.

For about half of the annual production (500,000 pieces), Monnalisa sources all fabrics and accessories, handles the cutting, and outsources printing, embroidery, and sewing to a network of 26 facon, with much of this work made in Italy.

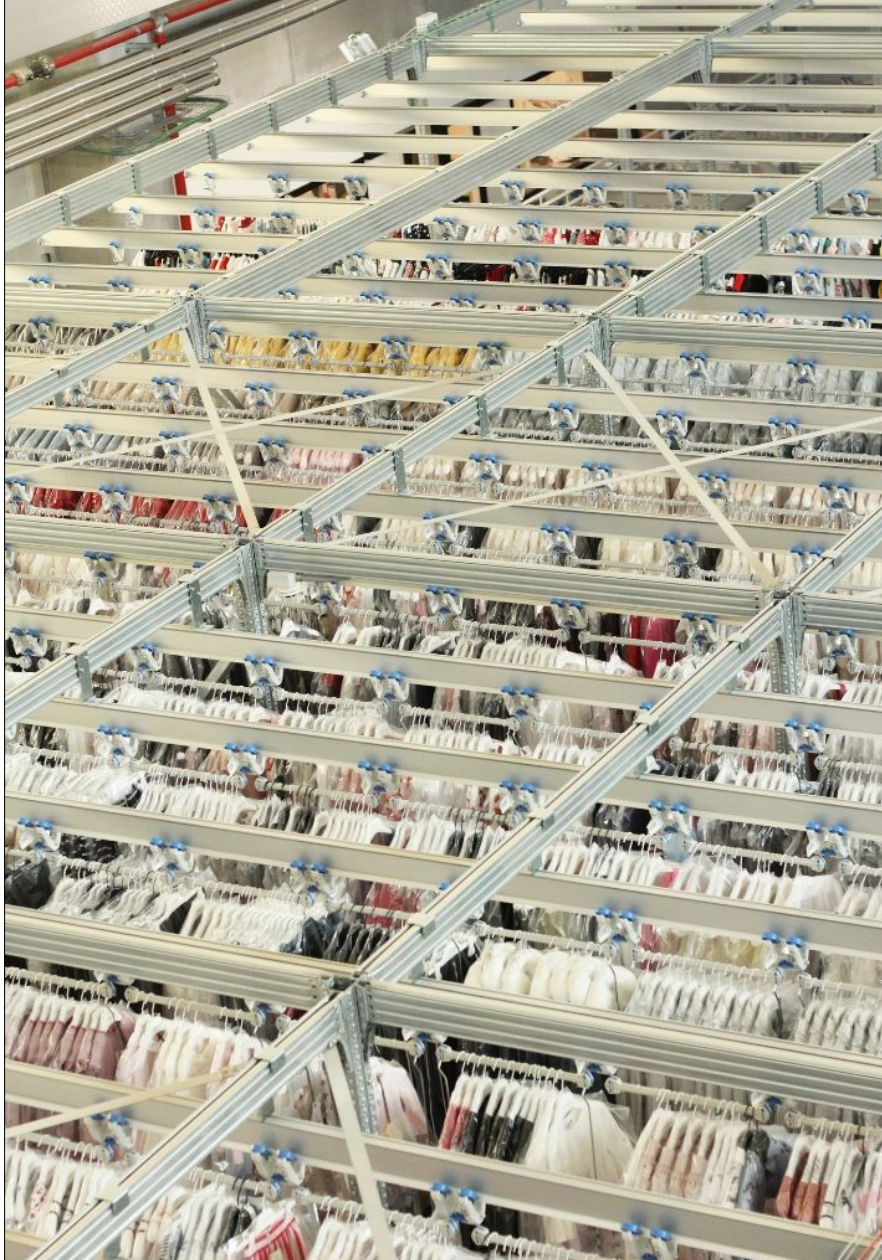
For the other half, Monnalisa selects the raw materials, but final garments, accessories, and shoes are purchased from around 50 external suppliers, two-thirds of whom are in Italy.



Raw materials are extremely important for the Group and are the essence of products quality. They are following rigorous stylistic and technical specifications that offer quality as well as exclusivity, while enhancing the strong identity, typical of all the products.

The facility, located in Badia Al Pino (AR), is entirely dedicated to the control and quality of raw materials, the fabric inspection, and fabric cutting thanks to the laser cutting machines that increases efficiency and product quality as well as reduces the carbon emissions of our manufacturing process.





Monnalisa invested resources for more than €9mn for new buildings, one dedicated to offices and one dedicated both to offices and to a new warehouse for finished products. The logistic is managed through an internal department of the Group which coordinates the storage, shipping and distribution of the finished product, including the organization of transportation and customs handling.

The new customized Warehouse Management System (WMS), integrated with our ERP helps to speed up processes thanks to an advanced system.

The area of 2,200mq and an height of 12m, divided into four levels, makes the maximization of productivity and logistic efficiency possible.





**400+ Wholesale Stores:** department stores, multi-brand, franchise stores and e-tailers selected according to the exclusivity of the locations in various markets allowing a direct and immediate comparison to competitors (Harrods, LaFayette, El corte Inglés).

**45 Retail Stores:** 26 DOS and 14 DOO in the most prestigious locations of the main international shopping destinations, consistently with the image, heritage and exclusivity of the brand (Milan, Rome, Florence, Los Angeles, Miami, New York, Madrid, Taiwan, Singapore, Moscow, Istanbul).

**8 E-commerce platforms:** the digital evolution of the Group has allowed the company to have its own e-commerce channel managed internally and led to the development of new partnerships with the major on-line retailers (Luisaviaroma, Farfetch, Childrensalon, My Theresa, Zalando and much more).

**5 Showrooms:** Arezzo, Milan, Naples, London, Moscow, where all the latest collections are presented building trust with stakeholders.



**Florence**



**Istanbul**



**Milan**



**Rome**



**Los Angeles**



**Singapore**

# MONNALISA<sup>®</sup> *Bebé*

## **0-36 mesi**

Romantic and fun, it accompanies children in their early years, offering fashionable products without ever sacrificing comfort.





# MONNALISA®

## 2-12 years

Creativity and quality constantly evolving, for a line with a lot of character, and also classic but with surprising details and innovative fabrics. Matchy looks boys and girls.



# MONNALISA

## 4-16 years

A fashionable collection, designed to express personality with style and sophisticated details for the most demanding tween





MONNALISA®

*Couture*



*Chic*

MONNALISA®

Elegant and romantic, dedicated to the most refined occasions and ceremonies; fresh and modern.

Rich taffeta, precious silk, impalpable tulle give life to dresses with loose lines featuring masterful drapes and games of overlapping layers.







## **PHILOSOPHY** DI **LORENZO SERAFINI**

A multi-year licensing agreement with Aeffe S.p.A, an international company active in the fashion and luxury sectors through the creation, production, and distribution of a wide range of products, for the kids' line of the Philosophy brand by Lorenzo Serafini, with a term ending in 2032. The agreement aims to develop a clothing, footwear, and accessory offering for the 0-14 year old girl target of the Philosophy brand by Lorenzo Serafini.



Communication stands at the heart of Monnalisa's core activities, playing a pivotal role in enhancing the distinctiveness and identity of the brand. As part of an ongoing rebranding project, Monnalisa is focusing on five foundational pillars: a journey through Fashion, Flowers, Fun, Fairytales, and Family. This effort aims to refresh and reinforce the brand's image, ensuring it remains relevant and resonant with its audience. Monnalisa maintains a dynamic presence across major social media platforms, engaging a vibrant community of over 500,000 followers through original photos, videos, and interactive content. This robust digital engagement is complemented by strategic influencer marketing and product placement, which significantly amplify the brand's visibility. Notably, numerous socialites, actresses, models, and international pop stars have chosen Monnalisa for dressing their children on both public and private occasions. Esteemed personalities such as Madonna, K. Kardashian, Alessandra Ambrosio, Clio Makeup, Elisabetta Canalis, and Beatrice Valli are among those who have embraced the brand.





Beyonce



Serena Williams



Didi J



Virginia Bocelli



Lola Ponce



Georgina Rodriguez



Gisele Bündchen



Alessandra Ambrosio



Kris Jenner





Laerta



Familyfizz



Jessica Wang



Cindy Tan



Agustina Gandolfo



Clements Twins



Taylen Biggs



Theldnfamily



Afashionnerd





Diletta Leotta



Alice Campello



Jessica Melena



Clizia Incorvaia



Beatrice Valli



Giulia Belmonte



Clio Makeup



Francesca Rocco



Federica Nargi





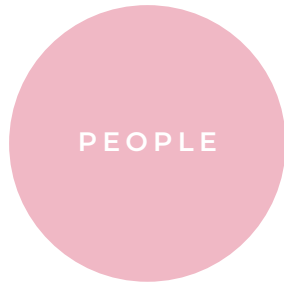
The Monnalisa Group seeks an economic growth linked to medium and long-term sustainable development, contributing to the respect for people, environment, communities and products. These principles, which have always been part of the Group's activities, find expression in corporate culture, relations with institutions and industry associations, with supply chain partners and in cultural projects supporting the communities in the areas where it is present.

The ESG rating by Standard Ethics, awarded for the first time in 2022 to the Monnalisa Group, confirms the Group's strong ESG (Environmental, Social, Governance) focus and the alignment of the Sustainability Plan with the relative sustainable development topics, which are increasingly pivotal elements in defining the Group's business strategies.

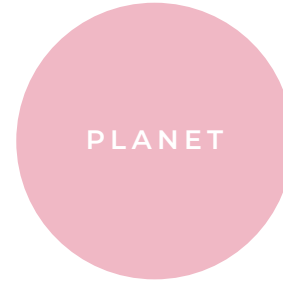




We commit to creating sustainable products with eco-friendly materials and minimal carbon footprints.



We commit to an inclusive, creative and fair workplace.



We commit to minimize the impact of its activities on natural resources and climate change.



Monnalisa has received over twenty national and international awards and accolades recognizing its excellence in various areas: management, reputation, and product.

Among the most significant:

- European Fashion Award for childrenswear sector (2007)
- FERPI Balance Sheet Oscar for the quality of the informative report (2005/2011)
- Licensing Award best in fashion for executive ability (2014)
- Excellent Company Award (2015)
- SME Welfare Index with “women’s mention” for attention to welfare (2017/2018/2020)
- Top performer Sustainability Award (2022)

