

A decorative border of pink roses with green leaves surrounds the central white area.

MONNALISA

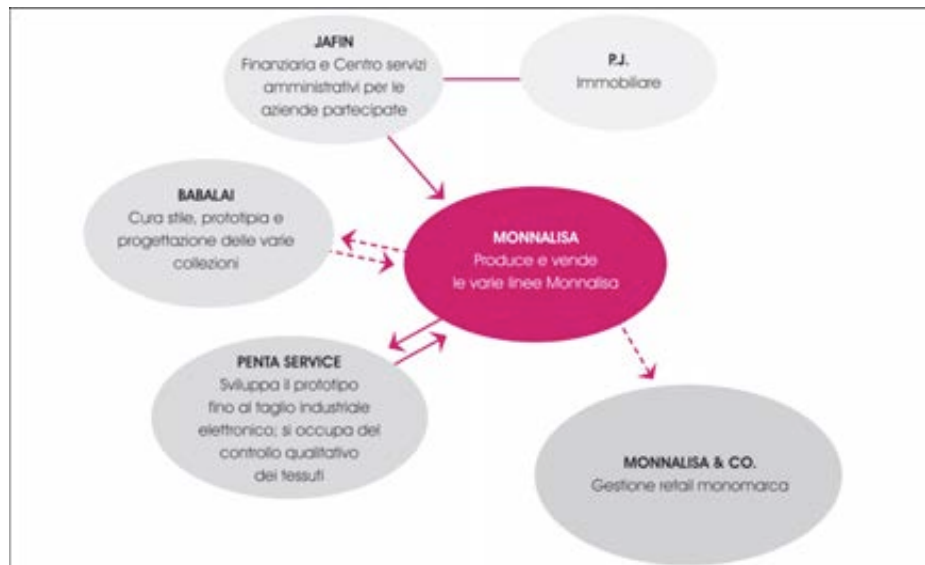
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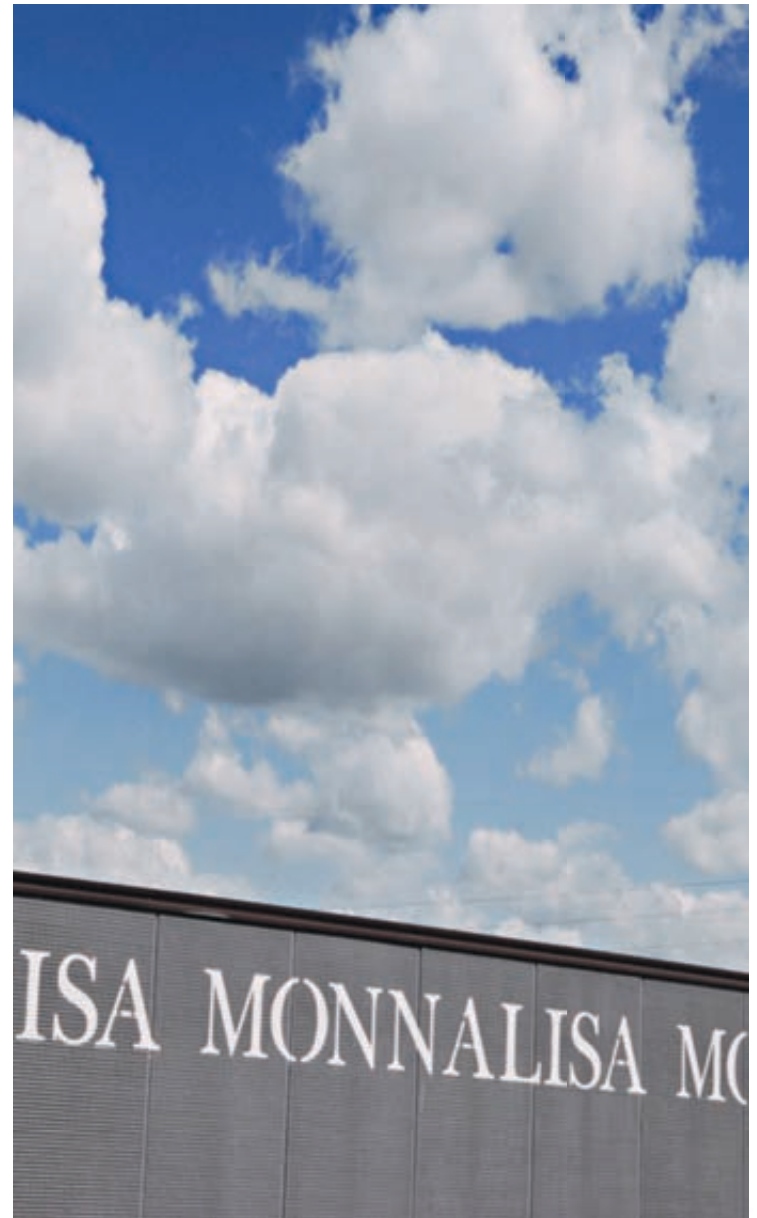
- Monnalisa SpA was founded in 1968 by Piero Iacomoni and Barbara Bertocci, now respectively President and Designer of the company.
- Today, after 40 years, and thanks to the commitment and enthusiasm of all the collaborators, Monnalisa SpA is a Group made up of no less than 5 affiliated companies, all with their headquarters in Arezzo, the birthplace of Made in Italy and great Italian cultural and artistic traditions.



- The philosophy of Monnalisa is based on a unique combination of entrepreneurial activity, innovation, the search for new markets, original styling and a special attention to the evolution of the corporate resources and competencies. . A blend of skills and passion that makes Monnalisa SpA a leader among small and medium-sized enterprises, as demonstrated by the prize "Label of the Year" at the European Kids Fashion Award 2007 (Amsterdam) and the Oscar di Bilancio 2006, the prestigious prize awarded by Ferpi (Federazione Relazioni Pubbliche Italiana) in a ceremony held in Palazzo Mezzanotte in Milan in November 2006.

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- **Monnalisa S.p.A.** is world leader for girls clothing and accessories market. The company is positioned in a high market range.
- **Turnover:** 37 mln (2010) increase of 19% compared to 2009.
Forecast 2011 40 mln euro
- **Distribution:** more than 50 countries; its products are distributed through the owned **flagship stores**, corners and shop in shop in the most exclusive Department Stores and boutiques.
51% Italian market – 49% export
- Over recent years Monnalisa has managed to negotiate important **distribution agreements** that have enabled it to open new sales outlets, to reach emerging and hard-to-penetrate markets such as **China, India, Egypt, Syria, Taiwan Libia and Brazil** and to position itself in the leading ranks of Italian companies in terms of investment and development.



CONTINUOUS INNOVATION

Intense competition and new market dynamics force companies to maintain their orientation to innovation high in order to remain competitive.

In Monnalisa innovation is a never-ending process and it involves every aspect of the company through:

- the organizational structure;
- the strategy (that maintains its flexibility);
- the product, always new ideas with a high level of creativity and brand extensions are introduced (first of all with the introduction of the Bebè line, then Ny&Lon and Jaki@@, the internalization of the footwear, the boy line and the wide range of accessorizes now offered) that will lead to a switch from a Monnalisa total look to a Monnalisa Life style!
- customer care (new services are offered, new communication systems are implemented...)

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Enhance the company value through the increase of the value of the intangibles, first of all of the Brand

Monnalisa is the company in the business with the highest intangible assets value, the most important of which is the brand, compared to the company's value.

	Monnalisa	Average leader companies children's wear segment*
Intangible Value/Company Value	76,1%	57,8%

Fonte: ICM Advisors

*: *Market ratio*

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- ✓ **prima azienda al mondo nel settore per creatività delle collezioni**
 - ✓ #1 company in the world for creativity
- ✓ **terza per rapporto qualità-prezzo**
 - ✓ #3 for quality/price ratio
- ✓ **seconda per puntualità delle consegne**
 - ✓ #2 for time on time delivery
- ✓ **prima per i servizi di riassortimento**
 - ✓ #1 for re-order service
- ✓ **terza per le azioni di visual merchandising, allestimenti e azioni promozionali sul punto vendita**
 - ✓ #3 for visual merchandising and promotional activity on points of sale
- ✓ **prima per qualità dei cataloghi**
 - ✓ #1 for catalogues quality
- ✓ **la seconda per sito internet più interessante**
 - ✓ #2 for web site

Fonte: Fashion, 23 gennaio 2009 (su dati di interviste a clienti trade)

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Boutiques & Shop-in-Shops



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According to its Business Plan for the 2009 – 2014 period, Monnalisa has opened, or will be opening, a Flagship store in every fashion capital of the World:

- Milan- Via della Spiga;
- Rome- Via Borgognona;
- New York- Madison Avenue;
- Beverly Hills- North Beverly Drive;
- Sao Paulo- Jardim;
- Singapore- Paragon Mall;
- Paris- Galeries Lafayette;
- London- Harrods;
- Dubai- Galeries Lafayette;

The openings of Monobrand boutiques will be carried out also in the capital of emerging markets and in countries with high purchasing power of the consumers:

- Baku- Azerbaijan: 9.8% growth of GDP in 2010;
- Kiev- Ukraine: 6.3% GDP growth in 2009;
- Doha- Qatar: First country in the world for GDP per capita.

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Showroom Monnalisa – Milan, C.so Buenos Aires

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Monnalisa Boutique – Milan, Via della Spiga

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Monnalisa Boutique – Rome, Via Borgognona

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Monnalisa B.que – New York- Madison Ave

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Monnalisa B.que – Beverly Hills

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Monnalisa Boutique – Sao Paulo- Jardim Paulista

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Monnalisa Boutique - Baku

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Singapore – Paragon Mall

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Monnalisa Boutique – Kiev Opening in April 2011

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Monnalisa Boutique – Doha Opening in April 2011

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Paris – Galeries Lafayette

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London- Harrods

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Dubai – Galeries Lafayette