

AEFFE

MOSCHINO

PRESS RELEASE

Moschino's New Strategic Course With Integrated Management Of All Brand Apparel Licenses

Early Take Over Of "Love" Licence

San Giovanni in Marignano, 26 October 2021 Aeffe S.p.A. – company listed on the STAR segment of Borsa Italiana, operates in the luxury sector, with a presence in the prêt-à-porter under renowned brand names such as Alberta Ferretti, Philosophy di Lorenzo Serafini, Moschino and Pollini – announces that it has reached an agreement with Sinv S.p.A. to take over in advance the license for the production and distribution of "Love Moschino" women's apparel collections currently held by Sinv, following the acquisition of the full control of Moschino S.p.A. formalized last July.

The new course managed by the AEFEE Group will be effective starting from the Autumn/Winter 2023 season.

The Executive Chairman Massimo Ferretti commented the agreement as follows: *"This operation of important strategic value offers us the opportunity to raise the Moschino brand positioning and to reshape its overall offer in order to accelerate its growth. The integration within the Group of all the Women apparel collections puts us in the best conditions to manage the brand with a 360° vision, with positive effects on the overall organization across its various aspects: product quality, distribution, market penetration and communication, with a focus on exploiting group's synergies and opportunities offered by the market.*

The consideration was set at Euro 3,637,000 and the relative payment will be made with cash on hand by 30 November 2021".

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