

# AEFFE

## MOSCHINO

## POLLINI

## ALBERTA FERRETTI

### PHILOSOPHY

DI  
LORENZO SERAFINI

### PRESS RELEASE

## **AEFFE: Launch Of The Buy-Back Programme**

**San Giovanni in Marignano, 30 July 2019** – Aeffe SpA announces the launch today of the buy-back program in execution of the Shareholders' Meeting resolution dated 18 April 2019, pursuant to arts. 2357 and 2357-ter of the Italian Civil Code.

The Company, listed on the STAR segment of Borsa Italiana, operates in the luxury sector, with a presence in the prêt-à-porter, footwear and leather goods division under renowned brand names such as Alberta Ferretti, Philosophy di Lorenzo Serafini, Moschino, Pollini, Jeremy Scott and Cédric Charlier.

The aim of the operation is to execute investments consistent with the Company's strategy and to execute M&A deals through share exchange or any other special financial transactions that involve allocation or the availability of such shares. In addition, the plan allows Aeffe to accomplish activities, in compliance with the current regulations, intended to stabilize the company's share price in case of unusual stock market conditions, by facilitating the trading at times of reduced liquidity and supporting its regular flow.

The shares will be purchased pursuant to art. 132 of TUF, to art. 144-bis of Consob regulation and in compliance with any other related applicable regulation in force, as well as with the market practice allowed at the time.

More in detail, the mentioned plan provides for the purchase, on one or more occasions, on a revolving basis, for a maximum period of 18 months from the time of the Shareholders' Meeting dated 18 April 2019, up to a maximum number of ordinary shares representing an investment not exceeding 10% of shares capital, as well as to dispose of such shares without any time limitation.

The unit price paid for the shares may not be more than 10% higher or lower than the reference price established for them in the trading session immediately prior to each transaction. The unit prices must, in all cases, be determined in accordance with the requirements of art. 3 of Commission Delegated Regulation (EU) 2016/1052.

In particular:

- the shares may not be purchased at a price higher than the highest between the price of the last independent transaction and the current highest independent purchase offer on the trading venue of the purchase;
- with reference to the trading volumes, the daily quantities to be purchased will not exceed 25% of the average daily volume of the trading of AEFFE shares in the 20 days of trading prior to the date of purchase.

In the context of the programme, the transactions made will be reported to the public, in accordance to the timing and to the manner required by the applicable regulation.

As of the date hereof AEFFE owns no. 5,876,878 treasury shares, equal to 5.473% of the share capital.

This announcement does not constitute, or form part of, an offer or any solicitation of an offer for securities in any jurisdiction.

#### **Contatti:**

##### **Investor Relations**

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