MONCLER

GROUP

REALIGNMENT OF THE TAX VALUE OF THE "STONE ISLAND" BRAND

Milan, 28 June 2022 – Moncler S.p.A. announces that, following and as a result of the partial demerger of the subsidiary Sportswear Company S.p.A. communicated on 18 May and 29 June 2021, today the Board of Directors approved the realignment of the tax value of the "Stone Island" brand to its statutory value in the financial statements, opting for the regime pursuant to Art. 15 of Italian Decree Law No. 185/2008.

This option entails the payment of a substitute tax for 16% of the brand value, equal to EUR 124.1 million, by 30 June 2022, versus the tax deductibility of the brand value in 5 years. The net effect of the transaction, positive for EUR 92.3 million, is entirely recognizable in the income statement Fiscal Year 2022.

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FOR ADDITIONAL INFORMATION:

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About Moncler
With its brands Moncler and Stone Island, the latter acquired in March 2021, Moncler Group represents the expression of a new concept of luxury. True to its philosophy "Beyond Fashion, Beyond Luxury", the Group strategy is centered on experience, a strong sense of purpose and belonging to a community while taking inspiration from the worlds of art, culture, music, and sports. Alongside supporting the individual brands sharing corporate services and knowledge, Moncler Group aims to maintain its brands' strong independent identities based on authenticity, constant quest for uniqueness, and formidable ties with their consumer's communities. Operating in all key international markets, the Group distributes its brands' collections in more than 70 countries through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.