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PRESS RELEASE

Ruffini Partecipazioni S.r.l. launches the placement of 8,200,000 ordinary shares in Moncler S.p.A. representing approximately 3.2% of the Company's existing share capital

Milan, 9 March 2021. Ruffini Partecipazioni S.r.l. (“**RP**”) announces today the launch of a placement of 8,200,000 ordinary shares (the “**Sale Shares**”) in Moncler S.p.A. (“**Moncler**” or the “**Company**”), representing approximately 3.2% of the Company's existing share capital as of the date of this press release (the “**Placement**”).

The Placement follows the press release published by Ruffini Partecipazioni Holding S.r.l. (“**RPH**”) on 23rd February 2021 in the context of the combination of Moncler with Sportswear Company S.p.A., the company that owns the Stone Island brand (the “**Transaction**”).

The Placement will be made to certain institutional investors by way of an accelerated bookbuilding process.

Bookbuilding will commence immediately. RP reserves the right to change the terms or timing of the Placement at any time. RP will announce the outcome of the transaction upon its completion.

Bank of America and Morgan Stanley been appointed by RP to act as Joint Bookrunners in connection with the Placement (the “**Joint Bookrunners**”).

Gatti Pavesi Bianchi Ludovici is acting as Italian legal counsel to RP.

White & Case LLP is acting as UK and US legal counsel to RP.

In connection with the Placement RP has agreed to a customary 90-day lock-up period with respect to any remaining Moncler shares it will hold following the Placement. Subject to customary exceptions, including any issuance or transfer contemplated in relation to the Transaction, no additional sale of shares of Moncler will be made by RP during the lock-up period without the consent of the Joint Bookrunners.

The Company will not receive any proceeds from the Placement.

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In any member state of the European Economic Area, this announcement and any offer if made subsequently is, and will be, directed only at persons who are “qualified investors” within the meaning of Article 2(e) of Regulation (EU) 2017/1129 and amendments thereto.

In the United Kingdom, this announcement is only being distributed to and is directed at “qualified investors” within the meaning of Article 2(e) of Regulation (EU) 2017/1129, as it forms part of domestic law in the United Kingdom by virtue of the European Union (Withdrawal) Act 2018, (a) having professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act (Financial Promotion) Order 2005, as amended (the “Order”); (b) who are high net worth entities described in Article 49(2) (a) to (d) of the Order; or (c) other persons to whom they may lawfully be communicated (all such persons together being referred to as “Relevant Persons”). Any investment or investment activity to which this announcement relates will only be available to and will only be engaged in with Relevant Persons. Any person who is not a Relevant Person should not act or rely on this announcement or any of its contents.

In connection with any offering of the securities of Moncler S.p.A., the Joint Bookrunners and any of their affiliates acting as an investor for its own account may take up as a proprietary position any securities and in that capacity, may retain, purchase or sell for their own account such securities. In addition, the Joint Bookrunners or their affiliates may enter into financing arrangements and swaps with investors in connection with which the Joint Bookrunners (or their affiliates) may from time to time acquire, hold or dispose of shares. The Joint Bookrunners do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligation to do so.

Any offer and sale of the securities in Canada will be made on a private placement basis only and is exempt from the requirement that the Company prepares and files a prospectus under applicable Canadian securities laws. Any resale of the securities into Canada must be made in accordance with applicable Canadian securities laws, which may vary depending on the relevant jurisdiction, and which may require resales to be made in accordance with Canadian prospectus requirements, a statutory exemption from the prospectus requirements, in a transaction exempt from the prospectus requirements or otherwise under a discretionary exemption from the prospectus requirements granted by the applicable local Canadian securities regulatory authority. These resale restrictions may under certain circumstances apply to resales of the securities outside of Canada. There will be no public offering of the securities in Canada. This Announcement does not contain all of the information that would normally appear in a prospectus under applicable Canadian securities laws. No securities commission or similar authority in Canada has reviewed or in any way passed upon this announcement or the merits of the securities. Any representation to the contrary is an offense. This announcement is not, and under no circumstances is to be construed as, a prospectus, an advertisement or a public offering of the securities in Canada.

No offer and sale of securities is or will be made in Canada, except to persons who are: (a) a “accredited investor” within the meaning of Section 1.1 of National Instrument 45-106 – Prospectus Exemptions (“NI 45-106”) of the Canadian Securities Administrators or subsection 73.3(1) of the Securities Act (Ontario) (the “OSA”), as applicable, and is either purchasing the securities as principal for its own account, or is deemed to be purchasing the securities as principal for its own account in accordance with applicable Canadian securities laws, for investment only and not with a view to resale or redistribution; (b) not created or used solely to purchase or hold the securities as an accredited investor under NI 45-106; (c) a “permitted client” within the meaning of National Instrument 31-103 – Registration Requirements, Exemptions and Ongoing Registrant Obligations (“NI 31-103”) of the Canadian Securities Administrators; and (d) entitled under applicable Canadian securities laws to purchase the securities without the benefit of a prospectus under such securities laws.

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