



MONCLER LAUNCHES ITS SECOND MONCLER BORN TO PROTECT COLLECTION AND COMMITS TO GOING FUR FREE

Milan, 25 January 2022 - Moncler launches its second Moncler Born To Protect collection reflecting the brand's dedication to protecting the planet and creating a better future for all.

Made of a variety of lower impact materials, this year the collection extends beyond jackets to incorporate a full range of ready-to-wear garments and accessories for men, women and children.

Materials used for fabrics and other components include recycled nylon and polyester, organic cotton, and other materials such as wool and down¹ sourced according to specific sustainability standards.

The use of lower impact materials is also extended to all Moncler's product packaging: shopping bags and gift boxes are made of a mix of recycled paper and paper sourced from responsibly managed forests, while handles are made of organic cotton. Garment covers are made from recycled plastic bottles.

The Moncler Born To Protect insignia embellishes the exterior of every piece and inside the jackets there's a playful comic strip featuring the iconic Monduck – who has been gracing the inner lining of Moncler jackets since the 1960s. The Monduck character tells the story of Moncler Born To Protect's approach to lower impact materials.

At Moncler what started as a clear mission to protect from the cold has evolved to a commitment to protect people and the planet, while acknowledging the monumental task that lies ahead. As stated in the new campaign "We used to climb mountains. Now we must move them".

To accompany the new collection, a visual campaign and short film merge 'recycled' archival footage and stunning alpine images in an homage to Moncler's mountain DNA and commitment to our shared future. The collection's manifesto is stamped on campaign imagery: "Moncler Born To Protect. Our promise to tomorrow starts today, with a clear commitment to create a better future and protect people and the planet."

The Moncler Born To Protect collection is available on [moncler.com](https://www.monclergroup.com) and in select Moncler boutiques. More information on the collection's materials can be found here:

<https://www.monclergroup.com/en/sustainability/think-circular/born-to-protect-collection>

MONCLER COMMITS TO GOING FUR FREE

Moncler further announces that it will phase out the use of fur in all its collections. The company will stop sourcing fur this year and the last collection to feature fur will be Fall/Winter 2023.

This decision is consistent with Moncler's ongoing commitment to responsible business practices and builds on the brand's constructive and long-term engagement with the Italian animal rights organization LAV as a representative of the Fur Free Alliance.

¹ Moncler exclusively uses down that is a by-product of the food industry and that is traced and certified according to the DIST Protocol. In 2015, Moncler started implementing the DIST Protocol (Down Integrity System and Traceability), developed together with external experts with the aim to ensure traceability, high farming standards and animal welfare through a scientific approach all along the supply chain. The entities of the down supply chain are continuously subject to inspections by an independent and qualified body to check compliance with the Protocol's strict requirements. For further information: <https://www.dist.moncler.com>



About Sustainability at Moncler

Moncler's Sustainability Plan 2020-25 focuses on five strategic drivers: climate action, circular economy, fair sourcing, enhancing diversity, and giving back to local communities. Commitments include 50% of nylon used in Moncler collections to be sustainable by 2025, more than 80% of nylon scraps recycled by 2023, zero single-use conventional plastics by 2023, science-based CO2 emissions reduction targets by 2030, use of 100% renewable energy at own sites worldwide by 2023, protection of 100,000 people in need from the cold by 2023. The Moncler Born To Protect Sustainability Plan is available at the following link: <https://www.monclergroup.com/en/sustainability/strategy/sustainability-plan>

In 2021, for the third year in a row Moncler was confirmed in the Dow Jones Sustainability Indices World and Europe, obtaining the highest score in the "Textiles, Apparel & Luxury Goods" industry according to the S&P Global Corporate Sustainability Assessment 2021. The Dow Jones Sustainability Index is the gold standard for corporate sustainability and ranks the leading sustainability-driven companies based on economic, environmental and social responsibility criteria. Moncler was also rated "A" by MSCI ESG Research².

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. Moncler manufactures and directly distributes the clothing and accessories collections under the brand Moncler through directly operated physical and digital stores as well as selected multi-brand doors, department stores and e-tailers.

² On a scale of AAA to CCC.