

# MONCLER

GROUP

## LAUNCH OF A NEW SHARES' BUY-BACK PROGRAMME

Milan, 3 March 2022 – Moncler announces the launch, starting tomorrow 4 March 2022, of a buy-back program up to 1,000,000 of its ordinary shares (equal to the 0.4 % of its share capital), for a maximum countervalue of Euro 56 million, without a par value, in execution of the shareholders' meeting resolution dated 22 April 2021, pursuant to Arts. 2357 and 2357-ter of the Italian Civil Code.

The buy-back programme's purpose is to meet obligations arising from stock based incentive schemes or other allocations of shares to employees, members of the board of directors and consultants of Moncler and of its subsidiaries, within the parameters prescribed by the Market Abuse Regulation (EU) 596/2014, the Commission Delegated Regulation (EU) 2016/1052 and Consob regulation n. 11971/1999 and in compliance with all parameters (including prices and daily volumes), terms and conditions resolved upon by Moncler shareholders' meeting held on 22 April 2021 and publicly available. The shares will be purchased pursuant to Art. 144-bis, paragraph 1, of Consob regulation no. 11971/1999 and in compliance with Art. 132 of the Legislative Decree no. 58/1998, the EU and Italian law relating to market abuse.

The purchase price of each share shall not be lower than the official stock market price (prezzo ufficiale di Borsa) of the Moncler shares registered on the day prior to the one on which the purchase transaction is carried out, reduced by 20%, and not higher than the official stock market price registered on the day prior to the one on which the purchase transaction is carried out, increased by 10%, without prejudice to the application of the further terms and conditions referred to in Art. 5 of Regulation (EU) No. 596/2014 and Art. 3 of the Commission Delegated Regulation (EU) No. 1052/2016 and, 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 price of 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 may not exceed 25% of the average daily volume.

The buy-back programme will end no later than 25 March 2022.

Should any modification be made to the programme, Moncler will promptly notify the public according to the applicable regulation.

In the context of the programme, Moncler will report to Consob and to the public all the transactions relating to the buy-back programme according to the applicable regulation.

Moncler has granted Citigroup Global Markets Limited to coordinate and execute the share buy-back programme on its behalf and to make trading decisions under the programme independently of Moncler.

As of the date hereof Moncler owns no. 4,106,680 treasury shares, equal to the 1.5% of its share capital. Moncler's controlled companies do not own Company's treasury shares.

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

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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.