



MONCLER

BUSINESS UPDATE

Annual Shareholders' Meeting

11 June 2020



Since the Covid-19 pandemic started, Moncler has been providing regular updates on the actions implemented to protect its people and the business. These updates were provided during the Board of Directors that approved FY 2019 results, during the Board of Directors that approved Q1 2020 IMS and today during the Annual Shareholders' Meeting

Brand

Communication. Focus on digital with increased attention on Moncler's values

Clients. Implementation of actions supporting clients' loyalty and engagement, in particular for those customers who were exclusively or largely buying while travelling abroad before Covid-19 outbreak and are now making their purchases domestically (*new locals*)

People

Remote working. Continuing to incentivize remote working, even after the end of the national lockdowns.

Adoption of a stringent protocol to protect the health & safety of all employees who cannot work from home, including also the offer of swabs and serological tests.

Bikes available to all employees living in Milan to encourage individual transportation for reaching the workplace.

Acquisition of a machine to produce surgical masks for Moncler's employees and for the community

COVID-19 PANDEMIC ACTIONS UPDATE, *cont.d*



	Closed at month-end ⁽¹⁾		Comments	
Stores	February	Total DOS	7% in mid-Feb	14 DOS closed in mid-February
		Total DOS	2%	5 DOS closed at the end of the month
		Italy	-	All stores opened
		Rest of EMEA	-	All stores opened
		Asia & ROW	5%	Some stores in China and Macau closed
	Americas	-	All stores opened	
	March	Total DOS	52%	111 DOS closed at the end of the month
		Italy	100%	Italy closed in the month
		Rest of EMEA	100%	EMEA closed in the month
		Asia & ROW	2%	Some stores in China, HK and Korea closed
Americas		100%	Americas closed in the month	
April	Total DOS	58%	123 DOS closed at the end of the month	
	Italy	100%	All closed	
	Rest of EMEA	74%	Nordics, Austria, UAE and Germany reopened	
	Asia & ROW	28%	Japan and Singapore closed	
	Americas	100%	All closed	
May	Total DOS	20%	43 DOS closed at the end of the month	
	Italy	28%	Some stores are still closed	
	Rest of EMEA	28%	France and others in Central EU reopened too	
	Asia & ROW	3%	Japan reopened in the month	
	Americas	54%	Canada and few stores in USA reopened	

Note: Percentage calculated on the reference perimeter