



MONCLER WINS MAJOR BATTLE IN WAR ON COUNTERFEITS WITH LANDMARK VICTORY IN CHINA

Milan, 16 November 2015 — Moncler is pleased to announce the Intellectual Property (IP) Court in Beijing has awarded the group RMB 3 million (around EUR 420,000) in damages related to trademark infringement by Beijing Nuoyakate Garment Co., Ltd. (“Nuoyakate”). This is a ground-breaking case, believed to be the first judgment under China’s new Trademark Law to grant maximum statutory damages.

Moncler’s brand is synonymous with luxury products, made using the highest quality materials and innovative design techniques. The protection of Moncler’s brand is crucial to its markets, business and customers. The group therefore devotes substantial resources to safeguarding its intellectual property rights on a global basis, ensuring that customers around the world can have absolute confidence in the quality and authenticity of Moncler products.

Moncler discovered in 2013 that Nuoyakate was manufacturing and selling down jackets with counterfeit Moncler logos and that it had attempted to register several fake trademarks and domain names in China and other key markets. In December 2014, Moncler sued Nuoyakate in the newly established Intellectual Property Court of Beijing, and the court was convinced that Nuoyakate’s behaviour constituted trademark infringement and a violation of Moncler’s IP rights.

This victory highlights the continued success of Moncler’s efforts to tackle the international trade of counterfeit products. The company works in partnership with local authorities and law enforcement agencies around the world to seize and destroy suspicious items and to hunt down the manufacturers behind illegal production. In 2014 alone, the Group’s rigorous programme investigated more than 1,450 cases and seized more than 450,000 items worldwide.

Moncler is equally vigilant in protecting its brand and customers in the digital environment, having implemented a comprehensive online monitoring system which has been responsible for removing more than 74,000 auctions and closing more than 1,800 websites selling fake Moncler products.

Moncler remains committed to actively protecting its IP and brand across the globe and to ensuring customers can have confidence in buying genuine Moncler products with the high quality they expect.



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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 collections marry the extreme demands of outerwear for nature with those of city life. In 2003, Remo Ruffini took over the company and is now Chairman and CEO. Moncler manufactures and directly distributes the Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

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