



Moncler S.p.A.

THE ORDINARY SHAREHOLDERS' MEETING APPROVES THE STOCK OPTION PLAN

Milan, 28 February 2014 – Moncler S.p.A. hereby communicates that today took place the Company's Ordinary General Shareholders' meeting which, pursuant to Article 114-bis of Italian Legislative Decree of February 24, 1998, no. 58, has approved two stock option plans referred to respectively as "Stock Option Plan 2014-2018 Top Management and Key People" and "Stock Option Plan 2014-2018 Corporate Structures Italy".

In particular, the Shareholders' Meeting has approved:

- the "Stock Option Plan 2014-2018 Top Management and Key People", to be reserved to the executive directors, employees and collaborators, including external consultants, of Moncler S.p.A. and its subsidiaries; and
- the "Stock Option Plan 2014-2018 Corporate Structures Italy", to be reserved to the employees of the Italian Corporate Structures of Moncler and its subsidiaries.

The information documents relating to such stock option plans, drafted pursuant to Article 84-bis of CONSOB Regulation no. 11971/1999, are available on the Company's website <http://www.monclergroup.com>, in the *Section "Governance > Shareholders' Meeting"*.

Moncler S.p.A. hereby also communicates that the Company's Board of Directors, which took place straight after the end of today Shareholders' Meeting, exercising the delegation for the paid capital increase which was conferred on 1 October 2013 by the Extraordinary Shareholders' Meeting pursuant to Article 2443 of Italian Civil Code, has resolved two paid capital increases to the scope of the *stock option* plans.

In particular, the Board has resolved:

- a paid capital increase, in tranches, by 15 October 2018, of up to EUR 1,006,000, by means of issuing, in one or more tranches, up to 5.03 million ordinary shares, without par value, with the same characteristics of the ordinary shares circulating as of the issuing date and with ordinary rights, excluding the right of option under Article 2441, paragraphs 5, 6 and 8 of the Italian Civil Code, to be reserved for the subscription by the beneficiaries of the stock option plan called the "Stock Option Plan 2014-2018 Top Management and Key People", approved today by the Shareholders' meeting, with an issuing price of Euro 10.20 per share, of which Euro 0.20 is to be credited as capital and Euro 10 as share premium; and
- a paid capital increase, in tranches, by 15 October 2018, of up to EUR 105,000, by means of issuing, in one or more tranches, up to 525,000 ordinary shares, without par value, with the same characteristics of the ordinary shares circulating as of the issuing date and with ordinary rights, excluding the right of option under Article 2441, paragraphs 5, 6 and 8 of the Italian Civil Code, to be reserved for the subscription by the beneficiaries of the stock option plan called the "Stock Option Plan 2014-2018 Corporate Structures Italy", approved today by the Shareholders' meeting, with an issuing price of Euro 10.20 per share, of which Euro 0.20 is to be credited as capital and Euro 10 as share premium.

The Board of Directors reports on the exercise of the delegated power for the aforementioned capital increases and relevant fairness opinions on the issue price of the shares, which were issued by the auditing firm KPMG S.p.A., are available on the Company's website <http://www.monclergroup.com>, *Section "Governance > Shareholders' Meeting"*.

In addition to the above, the same Board of Directors, with prior approval by the Committee for the Nominations and the Remuneration, giving effect to the resolutions of the Shareholders' meeting, approved the regulations for implementing the *stock option* plans and resolved (i) the assignment in favor of no. 55 beneficiaries of the "Stock Option Plan 2014-2018 Top Management and Key People" of no. 4,850,000 options, and (ii) the assignment in favor of

no. 338 beneficiaries of the " Stock Option Plan 2014 -2018 Corporate Structures Italian" of no. 507,000 options, each of them being valid for the subscription of Moncler's ordinary shares (in the ratio of no. 1 new ordinary share for every no. 1 exercised option) with a subscription price of Euro 10.20 per share.

Detailed information regarding the decisions taken by the Board of Directors relating to the implementation of the stock option plans approved today by the Shareholders' meeting will be released pursuant to the terms and in the manner provided for by Article 84-bis, paragraph 5, of the Rules adopted by CONSOB with its resolution no. 11971 of 14 May 1999 and subsequent amendments and additions.

FOR FURTHER INFORMATION:

Paola Durante

Investor Relations

Tel. +39 02 42204095

investor.relations@moncler.com

Italy: **Image Building**

Simona Raffaelli – Emanuela Borromeo

Tel. +39 02 89011300

moncler@imagebuilding.it

Domenico Galluccio

Press Office

Tel. +39 02 42204425

domenico.galluccio@moncler.com

International: **Stockwell Communications**

Laura Gilbert – Zoe Watt

Tel. +44 20 72402486

moncler@stockwellgroup.com

About Moncler

Moncler was founded in France, in Monestier-de-Clermont, Grenoble, in 1952 and is currently based in Italy. The brand over the years has supported the style with a continuous technological research, assisted by experts in the field of activities related to the world of mountains. Moncler collections combine the most extreme needs of outdoor to everyday underground life. In 2003 Remo Ruffini took over the Company of which he is the President and Chief Executive Officer. Moncler directly manufactures and distributes Moncler clothing and accessories collections, Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant, through its retail stores, the most exclusive department stores and international multi-brand stores.