



MONCLER

Company Presentation

MONCLER VALUES

PUSH FOR HIGHER PEAKS

BRING OTHER VOICES IN

EMBRACE CRAZY

KEEP WARM

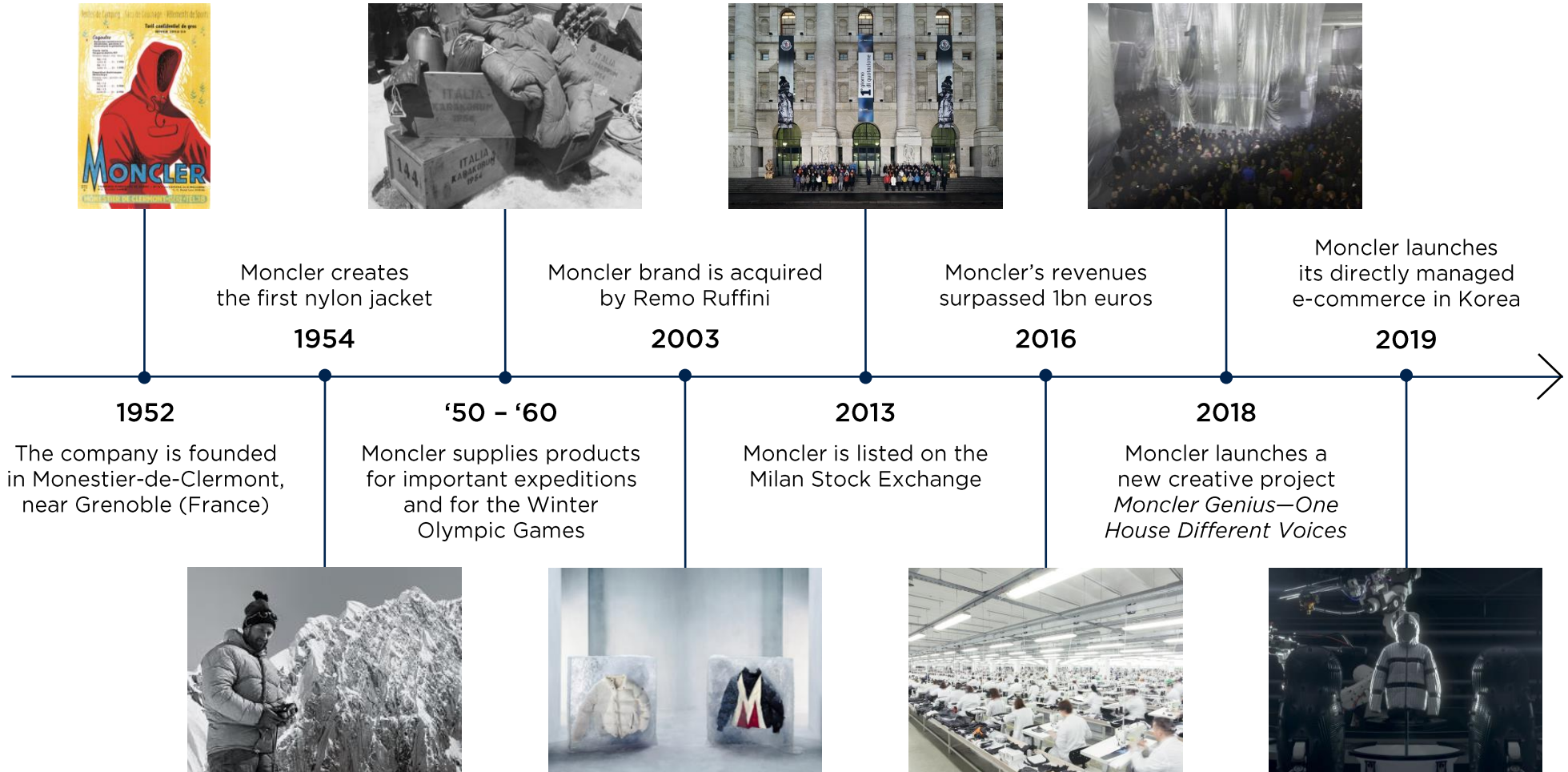
PLAN BEYOND TOMORROW

MONCLER PURPOSE

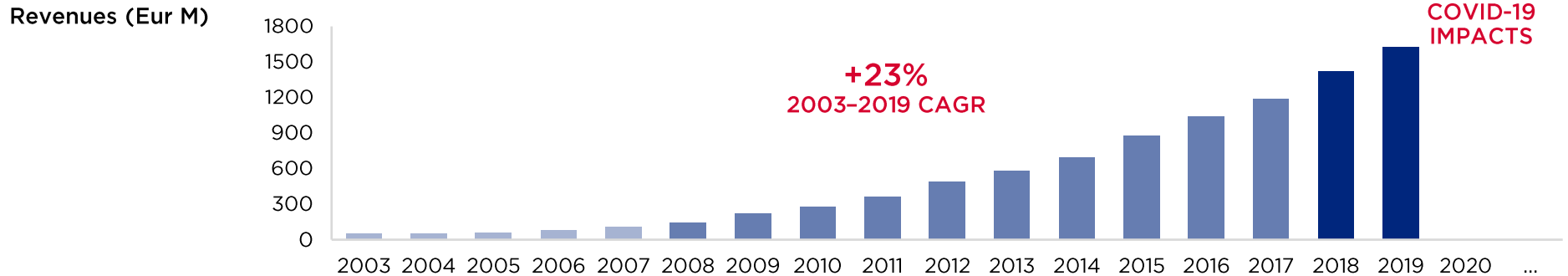
EMBRACE
THE
EXTRAORDINARY
AND
DISCOVER
THE
GENIUS
WITHIN



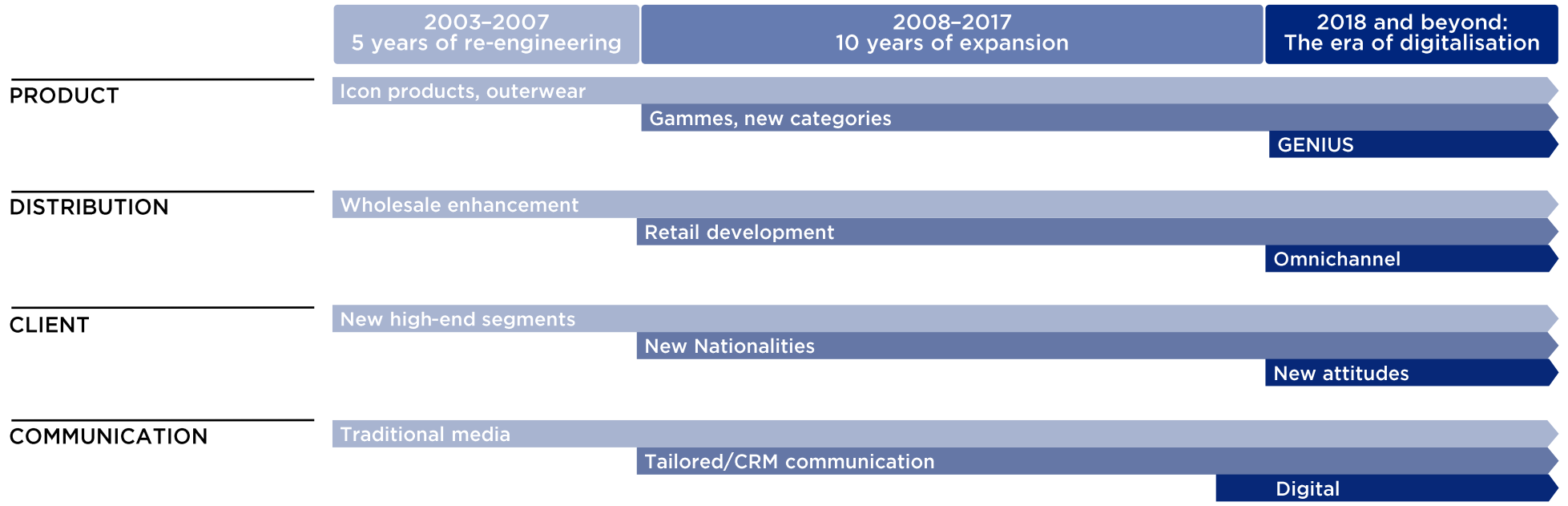
OUR STORY IS MADE OF HERITAGE, UNIQUENESS, QUALITY, CONSISTENCY AND ENERGY



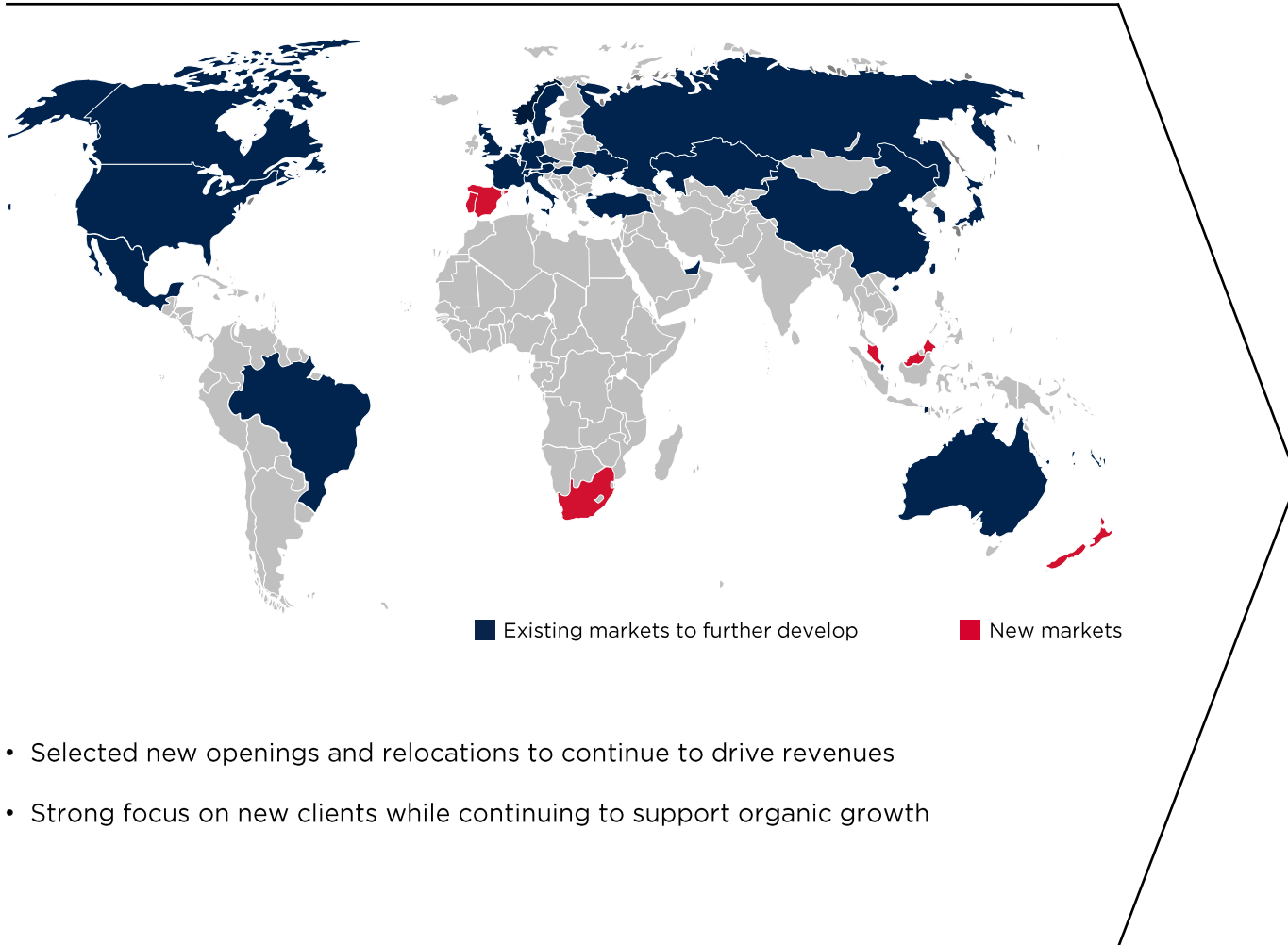
COVID-19 PANDEMIC IS ENHANCING UNCERTAINTIES ON 2020 RESULTS



Moncler is ready to restart stronger post Covid-19



RETAIL: STILL UNEXPLOITED POTENTIAL FROM ORGANIC AND EXPANSION



OUR LONG-TERM GOALS:

- AT LEAST 10 NEW OPENINGS PER ANNUM
- IMPORTANT RELOCATIONS
- COMPLETE FLAGSHIPS NETWORK

DIGITAL COMMERCE IS OUR OUTPERFORMING CHANNEL

**DIGITAL
COMMERCE**

**DIGITAL
EXPERIENCE**

**DIGITAL
INTELLIGENCE**

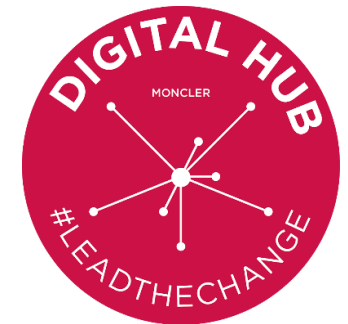
**DIGITAL
MARKETING**

- Moncler.com our first flagship store
- Online revenues have been growing strong double-digit over the past years
- EMEA, Japan and US omnichannel roll-out completed in 2019
- Directly managed Korean e-commerce site launched in June 2019
- Focus on social medias*, SEO, online media and consumer data driven marketing to drive engagement and conversion on Moncler's website

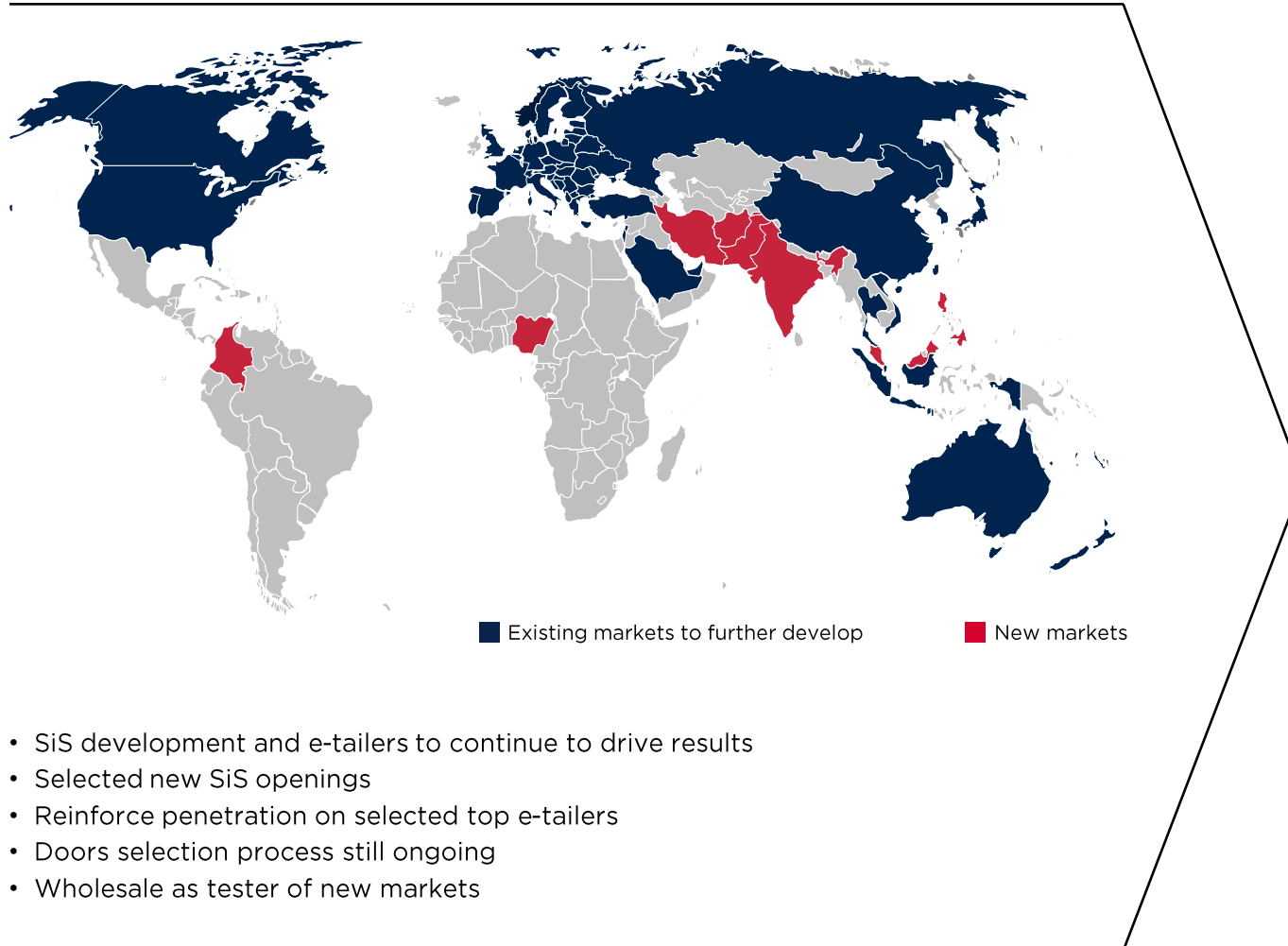
Note: (*) Facebook, Instagram, Youtube, Pinterest, Twitter, LinkedIn, WeChat, Weibo, Line, Kakaotalk

OUR LONG-TERM GOALS:

- **NEW WEBSITE**
- **DOUBLE MONCLER'S ONLINE REVENUES**



WHOLESALE: STRONG FOCUS ON SIS AND E-TAILERS



OUR LONG-TERM GOAL:

- FURTHER STRENGTHEN THE QUALITY OF OUR NETWORK

RETAIL EXCELLENCE 2.0: OUR CLIENT IS OUR MAIN FOCUS EVERYWHERE TO DRIVE ORGANIC GROWTH

2008–2014

2015–2017

2018–2020



SELLING EXPERIENCE

Client Advisors mainly «offering» Moncler products

Client experience, people and in-store operations at the centre

Client Advisors true Brand's ambassadors
Omnichannel KPIs

CLIENT

Limited knowledge and interaction outside selling experience

Focus on data collection
MonClient roll-out

Deep knowledge and interaction with clients at 360°

COMMUNICATION

Corporate communication.
CRM started

Personalised communication between Client Advisors and clients
MonClient Moments

Enhanced digital experience fully integrated with stores' clienteling
CRM enhanced



**SUPPLY CHAIN:
OBSESSED WITH QUALITY, FOCUSED ON TIME TO MARKET**

OUR MISSION

MONCLER WANTS TO **CONTINUE TO
DELIVER THE BEST-IN-CLASS PRODUCTS
WITH THE HIGHEST QUALITY STANDARDS
AND THE MOST INNOVATIVE DESIGN AT
THE PLANNED TIME**

FOUR KEY FOCUS AREAS

MONCLER GENIUS

PROCESS OPTIMISATION

KNITWEAR, SHOES
AND LEATHER GOODS

MONCLER CLINIQUE

Moncler wants to remain at the leading-edge
of quality and innovation

SUSTAINABILITY IS A LONG JOURNEY WITH ONE GOAL: CONTINUOUS IMPROVEMENT

RESPONSIBLE SOURCING

- Stringent ethical requirements for all suppliers
- Pursuing a philosophy of continuous improvement, sharing and support

SOCIAL AND ECONOMIC DEVELOPMENT

- Support scientific research and local communities
- New generations as main focus in our projects
- Corporate volunteering programs

PEOPLE EXPERIENCE

- Employee engagement activities
- Promote employee wellbeing and foster work-life balance

SUSTAINABLE PRODUCT

- Down traceability: continue to enhance our DIST protocol as point of reference
- Introduce low impact products: BIO-based carbon down jacket and range of recycled garments



Moncler enters the **DOW JONES SUSTAINABILITY INDICES WORLD** and **EUROPE** as the **Industry Leader** in the **Textiles, Apparel & Luxury Goods' Sector**



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