



MONCLER

GROUP

9M 2021 INTERIM MANAGEMENT STATEMENT

Brand Highlights



MONCLER GENIUS

On 25 Sept. Moncler presented MondoGenius, the Moncler's very first digitally led brand event, connecting 11 designers across 5 cities in one show, hosted by global icon Alicia Keys.

This represented an inflection point for the Brand, opening the doors to million of consumers and communities around the globe, who were able to see, interact with and enjoy the show across more than 30 digital platforms, in addition to our first ever event inside Castello Sforzesco in Milan.

The results have surpassed all expectations with 510m video views and a reach of 4.2bn, breaking multiple records.

Q3 LAUNCHES

- Moncler Fragment
- Moncler 1952 M&W
- Moncler Hyke

Brand Highlights



Moncler #WeLoveWinter

Teaser of “We Love Winter” Moncler Fall/Winter 2021-22 global brand campaign, featuring global icon Robin Wright and Dylan Penn among other talents. Photographed by New York-based Australian photographer and director Chris Colls, it has been exhibited in major capitals cities across the world.

Moncler Perfume

Moncler and Interparfums unveiled the two first-ever Moncler fragrances: Moncler pour Femme & Moncler pour Homme. Full launch in Q1 2022.

Stone Island x New Balance

Stone Island presented its RC ELITE V2_SI | NB sneaker, a new bold interpretation of the iconic New Balance running shoe. The sneakers were completely sold out within one hour online with extraordinary results on all channels, including core e-tailers. In the END’s raffle, the shoe finished in the top 10 ever sign-ups.

9M 2021 Revenue Results

Group's revenues results accelerated in Q3 vs pre-pandemic levels, with Moncler brand reaching double-digit growth*.

GROUP

9M 2021 revenues EUR 1,177m +56% vs 2020; +20% vs 2019.

Q3 2021 revenues EUR 555M +55% vs 2020; +33% vs 2019.

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9M 2021 revenues EUR 1,021m +36% vs 2020; +4% vs 2019.

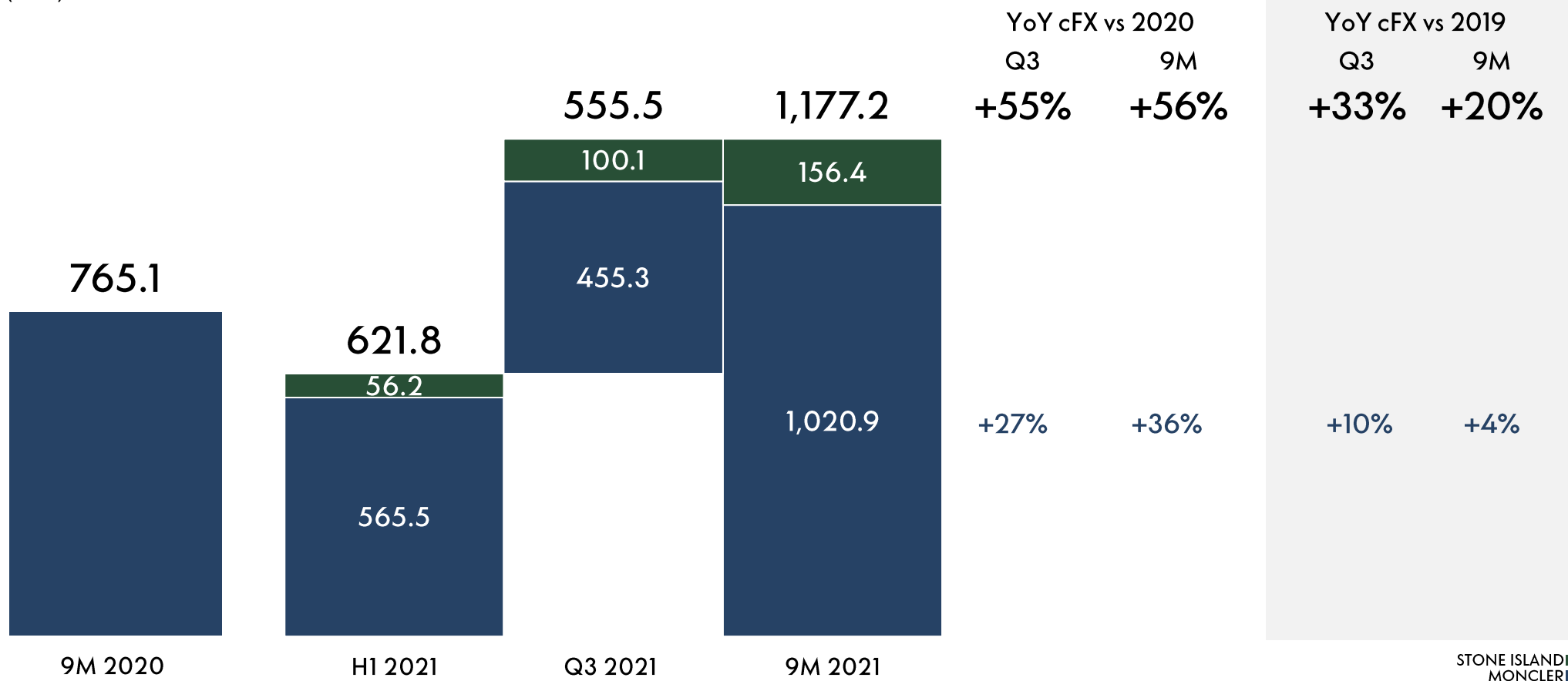
3Q 2021 revenues EUR 455m +27% vs 2020; +10% vs 2019.

STONE ISLAND

6M Cons. 2021 revenues EUR 156m (from 1 April).

Q3 2021 revenues EUR 100m.

(EUR M)



STONE ISLAND
MONCLER

(*) This applies to all pages: Stone Island consolidated from 1/04/2021; if not otherwise stated % growth is at constant forex (cFX); rounded figures

Moncler - Revenue by Channel



Moncler brand DTC* revenues reached EUR 702m in 9M 2021, +4% vs 2019, equal to 69% of total revenues.

In Q3 DTC revenues accelerated to +15% vs 2019, boosted by improved performance in most regions and outstanding results in e-commerce.

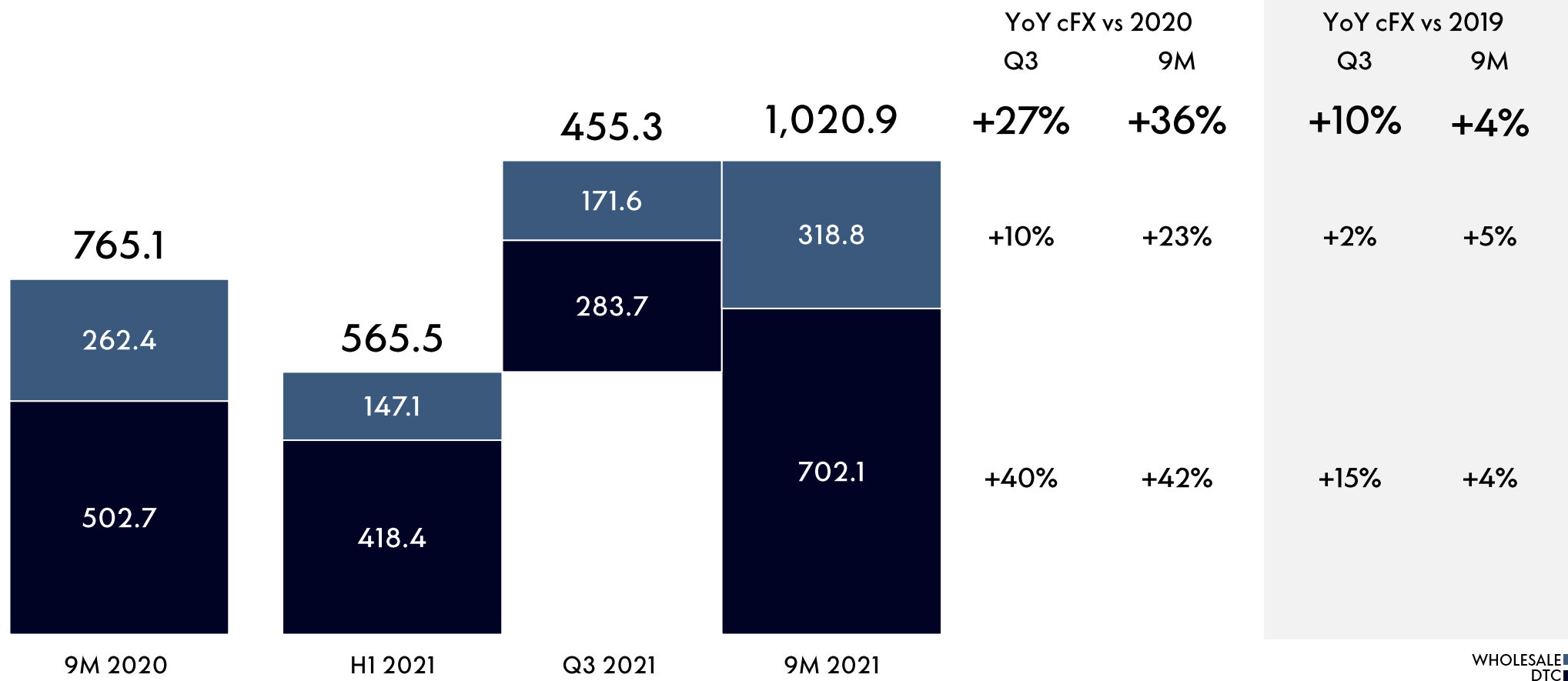
Japan direct online, internalised in July, has delivered outstanding growth in the quarter.

China direct online internalisation has been completed in mid October.

WHOLESALE revenues reached EUR 319m in 9M 2021, +5% vs 2019.

In Q3 wholesale rose 2% vs 2019, due to a differing timing in deliveries and impacted by conversions from wholesale to retail.

(EUR M)



(* Direct-to Consumer (DTC) includes revenues from DOS, direct online and e-concessions)



Stone Island - Revenue Results

Stone Island – consolidated from 1 April 2021 – contributed EUR 156.4m to the 9M Group’s results. In Q3 the brand recorded revenues of EUR 100.1m.

In the first nine months of the year (i.e. including also Q1 not consolidated) Stone Island revenues have been equal to EUR 244.4m, with a +27% growth vs 9M 2019.

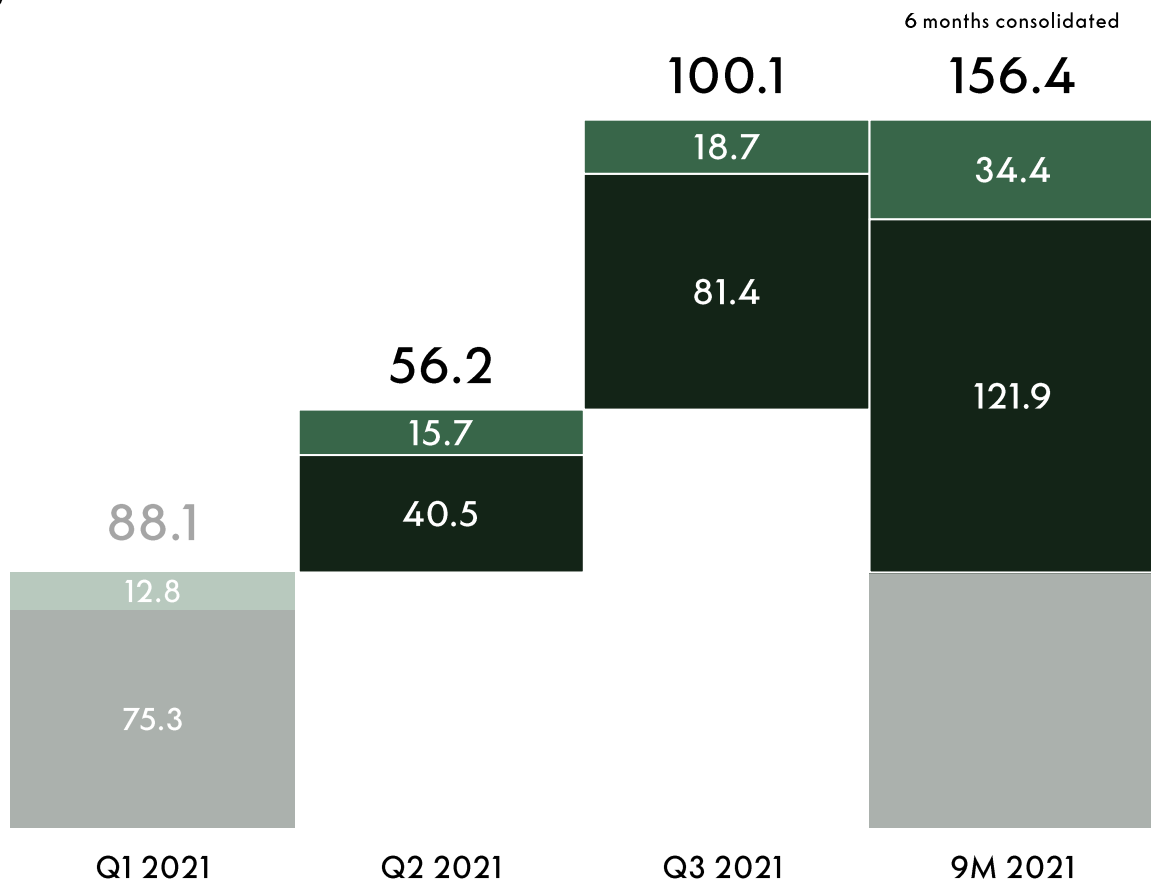
(EUR M)

In 9M 2021, EMEA revenues accounted for 78% of total revenues.

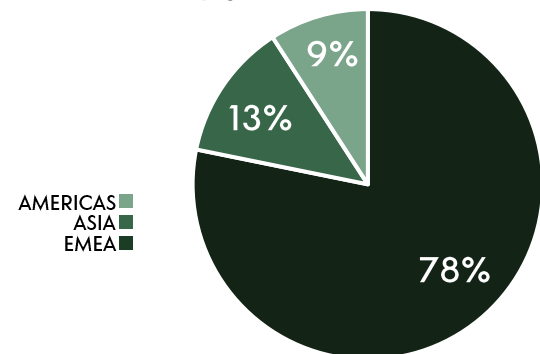
Italy, the most important market in the region, contributed to some 30% of the EMEA revenues, followed by the UK, Germany and the Netherlands.

WHOLESALE business contributed 78% of total revenues in 9M.

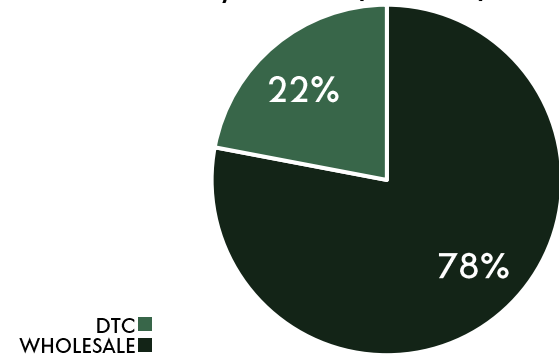
DTC performance has been driven by sound organic growth and some new openings. Online remained strong.



6 months consolidated 2021 by geo (% on Tot)



6 months consolidated 2021 by channel (% on Tot)



Group Mono-Brand Store Network

Group retail network counted 263 DOS as of September:

- 233 Moncler
- 30 Stone Island

Changes occurred in Q3:

- Moncler: +9 DOS, including the flagships of Milan Galleria, Hangzhou MixC, Chengdu
- Stone Island: unchanged



	30.09.21			30.06.21			31.12.2020
	Group	Moncler	Stone Island	Group	Moncler	Stone Island	Moncler
Asia	119	115	4	111	107	4	104
EMEA	102	82	20	101	81	20	80
Americas	42	36	6	42	36	6	35
RETAIL	263	233	30	254	224	30	219
WHOLESALE	122	64	58	119	63	56	63

Milano Galleria Flagship





Chengdu Swire Flagship



Beijing Sanlitun Flagship



Los Angeles Rodeo Drive Relocation



Sustainability Update



Moncler Born to Protect

Moncler Born to Protect product range extended to Moncler Genius.

c. 30% of Moncler Genius 2021* outerwear products are entirely made of sustainable fabrics and are marked with the Moncler Born to Protect tag.

Moncler Born to Protect tag is reserved for Moncler products that are entirely composed of sustainable fabrics, including recycled nylon and polyester, organic cotton and other materials sourced under specific standards.

(* Moncler Genius collections presented on 25 September 2021)

Appendix

Revenue quarterly performance

Group EUR m	Q1			21 vs 20	21 vs 19	Q2			21 vs 20	21 vs 19	Q3			21 vs 20	21 vs 19
	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX
Moncler	365.5	310.1	378.5	+21%	-2%	200.1	93.2	191.7	+118%	+5%	455.3	361.8	425.0	+27%	+10%
Stone Island	-	-	-	-	-	56.2	-	-	-	-	100.1	-	-	-	-
Group total	365.5	310.1	378.5	+21%	-2%	256.3	93.2	191.7	+178%	+34%	555.5	361.8	425.0	+55%	+33%

Moncler EUR m	Q1			21 vs 20	21 vs 19	Q2			21 vs 20	21 vs 19	Q3			21 vs 20	21 vs 19
	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX
DTC	279.2	236.3	291.4	+22%	-2%	139.2	64.2	145.6	+127%	-2%	283.7	202.2	253.4	+40%	+15%
Wholesale	86.3	73.8	87.1	+17%	-1%	60.9	29.1	46.1	+101%	+29%	171.6	159.6	171.7	+10%	+2%
Moncler	365.5	310.1	378.5	+21%	-2%	200.1	93.2	191.7	+118%	+5%	455.3	361.8	425.0	+27%	+10%
Asia	198.1	132.7	171.1	+53%	+17%	84.4	49.0	78.2	+76%	+9%	185.4	144.4	153.7	+29%	+24%
EMEA	113.9	135.7	153.9	-15%	-25%	73.9	36.1	83.5	+103%	-11%	191.3	153.6	195.6	+25%	-2%
Americas	53.4	41.7	53.5	+34%	+3%	41.8	8.1	30.0	+435%	+40%	78.7	63.8	75.7	+29%	+10%
Moncler	365.5	310.1	378.5	+21%	-2%	200.1	93.2	191.7	+118%	+5%	455.3	361.8	425.0	+27%	+10%

Revenue YTD quarterly performance

Group EUR m	Q1			21 vs 20	21 vs 19	H1			21 vs 20	21 vs 19	9M			21 vs 20	21 vs 19
	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX
Moncler	365.5	310.1	378.5	+21%	-2%	565.5	403.3	570.2	+43%	+1%	1020.9	765.1	995.3	+36%	+4%
Stone Island	-	-	-	-	-	56.2	-	-	-	-	156.4	-	-	-	-
Group total	365.5	310.1	378.5	+21%	-2%	621.8	403.3	570.2	+57%	+11%	1177.2	765.1	995.3	+56%	+20%

Moncler EUR m	Q1			21 vs 20	21 vs 19	H1			21 vs 20	21 vs 19	9M			21 vs 20	21 vs 19
	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX	2021	2020	2019	cFX	cFX
DTC	279.2	236.3	291.4	+22%	-2%	418.4	300.5	437.1	+44%	-2%	702.1	502.7	690.4	+42%	+4%
Wholesale	86.3	73.8	87.1	+17%	-1%	147.1	102.8	133.2	+42%	+10%	318.8	262.4	304.9	+23%	+5%
Moncler	365.5	310.1	378.5	+21%	-2%	565.5	403.3	570.2	+43%	+1%	1020.9	765.1	995.3	+36%	+4%
Asia	198.1	132.7	171.1	+53%	+17%	282.6	181.7	249.3	+59%	+15%	467.9	326.1	403.1	+45%	+18%
EMEA	113.9	135.7	153.9	-15%	-25%	187.8	171.9	237.4	+10%	-20%	379.1	325.5	433.0	+17%	-12%
Americas	53.4	41.7	53.5	+34%	+3%	95.2	49.8	83.6	+101%	+17%	173.9	113.6	159.3	+60%	+14%
Moncler	365.5	310.1	378.5	+21%	-2%	565.5	403.3	570.2	+43%	+1%	1020.9	765.1	995.3	+36%	+4%

Shareholding and IR contacts

SHAREHOLDING STRUCTURE*	%	N. Shares (m)
Double R.S.r.l.	19.9%	54.4
Rivetti family**	3.9%	10.7
MARKET		
Morgan Stanley Investment Management Company	11.5%	31.3
Capital Research and Management Company	4.8%	13.1
Blackrock Inc.	4.2%	11.5
Treasury Shares	1.5%	4.1
Other Shareholders	54.2%	148.5
TOTAL SHARES OUTSTANDING	100.0%	273.7

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(*) Last update 28.10.2021, Source Consob

(**) Includes Rivetex S.r.l. (Carlo Rivetti family), Mattia Rivetti Riccardi, Ginevra Alexandra Shapiro, Pietro Brando Shapiro and Alessandro Gilberti

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