



MONCLER S.P.A.
LAUNCH OF SHARE PURCHASES PLAN

Milan, 2 February 2016 - Today, Moncler announces the launch of plan for share purchases in implementation of the shareholders' meeting resolution of 23 April 2015, pursuant to arts. 2357 and 2357-ter of the Italian Civil Code, by appointing Merrill Lynch International to act as financial intermediary on behalf of the Company under the following conditions:

- (i) the acquisition may be carried out, in one or more tranches, within a maximum period of 4 weeks starting from today;
- (ii) the maximum number of the Company's treasury shares to be acquired is one million shares (equal to 0.4% of the current share capital), with no indication of nominal value;
- (iii) the purchase price of each share shall be no lower than 20% less than the official Stock Exchange price of Moncler shares on the day prior to the one on which the acquisition will be carried out and no higher than 10% more than the official Stock Exchange price on the day prior to the one on which the acquisition will be carried out;
- (iv) the purchases of treasury shares shall take place in compliance with legal requirements and, in particular, art. 132 of Italian Legislative Decree no. 58/1998, art. 144-bis of Consob Regulation 11971/1999 and Regulation (EC) 2273/2003, as well as market practices pursuant to art. 180, paragraph 1, letter c) of Italian Legislative Decree no. 58/1998, approved by Consob resolution no. 16839 of 19 March 2009, and may be carried out in one or more of the manners pursuant to art. 144-bis, first paragraph, of Consob Regulation 11971/1999.

The treasury shares acquired in implementation of this resolution shall be used to establish a "stock of shares" that may be used to meet obligations deriving from possible programs for the distribution, against payment or free of charge, of the Company's stock options or shares to directors, employees and associates of the Company or its subsidiaries.

As of today's date neither Moncler S.p.A. nor any of its subsidiaries hold any Moncler S.p.A. shares.

FOR FURTHER INFORMATION:

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About Moncler

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