

Bit Market Services

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Informazione
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Testo del comunicato

Vedi allegato.

MOLESKINE SPA: INVESTOR DAY 2016

Milan, 12th April 2016 - Moleskine S.p.A. announces that the Investor Day will take place on:

Thursday 21st April in Milan, at Nhow Hotel, via Tortona 35.

The event will start at 11am.

It will be possible to follow the event via audio webcast by accessing the following URL:

<http://edge.media-server.com/m/p/hjfp4rd4>

It will also be possible to participate via conference call by dialing the following numbers. You will be asked to provide your name and company name.

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Confirmation Code

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The Moleskine brand was established in the mid-1990s by a small Milan-based publisher (Modo&Modo) who brought back to life the legendary and iconic notebook used by great artists and thinkers over the past two centuries, restarted production in 1995 and registered the Moleskine trademark in 1997.

From the very outset Modo&Modo conceived and marketed the Moleskine notebook in a disruptive way - not simply as a notebook, but as an enabler of personal creativity, thereby establishing the basis for creating an aspirational brand and a new market segment. A brand with a unique history that was highly evocative of cultural values, Moleskine was in a position to meet the needs of the emerging "creative class" and therefore brand awareness grew quickly.

Today, the name Moleskine encompasses a family of nomadic objects: notebooks, diaries, journals, bags, writing instruments and reading accessories, dedicated to the mobile identity. Indispensable companions to the creative professions and the imagination of our times, they are intimately tied to the digital world.

On October 4, 2006, Modo&Modo was taken over by private equity investors and in 2007 the company name was changed to Moleskine. The management team led by current CEO, Arrigo Berni implemented a growth strategy focused on enlarging and enhancing distribution footprint, broadening product and services offering and growing brand visibility and awareness.

Moleskine is a creative company enjoying continued growth. It has more than 250 employees and a vast network of partners and consultants. The headquarter is located in Milan. Moleskine listed on the Milan Stock Exchange in April 2013.

Fine Comunicato n.1513-21

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