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Oggetto : Press release of Ruffini Partecipazioni S.r.l.  
released by Moncler

*Testo del comunicato*

Vedi allegato.

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PRESS RELEASE

**Successful completion of the accelerated bookbuilding offering launched by Ruffini Partecipazioni S.r.l. in Moncler S.p.A.**

*The proceeds amount to approximately €400 million, deriving from the sale of 8,200,000 ordinary shares of Moncler S.p.A., at a price of €48.80 per share.*

**Milan, 10 March 2021.** Further to the press release published on 9 March 2021, Ruffini Partecipazioni S.r.l. (“**RP**”) announces the successful completion of the accelerated bookbuilding offering (the “**Placement**”) of ordinary shares of Moncler S.p.A. (“**Moncler**” or the “**Company**”).

RP announces the placement to institutional investors of no. 8,200,000 ordinary shares in Moncler, equal to approximately 3.2% of the Company’s issued share capital as of the date of this press release (2.996% of the fully diluted share capital pursuant the transaction mentioned below), at a price of €48.80 per share.

Gross proceeds of the Placement amount to €400.16 million. The settlement of the Placement will take place on 12 March 2021.

After completion of the Placement and the subsequent contributions into RP of the Moncler shares expected to be issued in the context of the combination of the Company with Sportswear Company S.p.A. as communicated to the market by press release on 23<sup>rd</sup> February 2021 (the “**Transaction**”), RP will own approximately 24.2% of Moncler's share capital (24.8% together with the other shareholders mentioned in said communication) on a fully diluted basis (excluding from the calculation the treasury shares held by Moncler pursuant to article 44-bis, paragraph 1 of the Issuers' Regulations).

BofA Securities and Morgan Stanley have acted as Joint Bookrunners in connection with the Placement (the “**Joint Bookrunners**”).

Gatti Pavesi Bianchi Ludovici acted as Italian legal counsel to RP.

White & Case LLP acted as UK and US legal counsel to RP.

In connection with the Placement RP has agreed to a customary 90-day lock-up period with respect to any remaining Moncler shares it will hold following the Placement. Subject to customary exceptions, including any issuance or transfer contemplated in relation to the Transaction, no additional sale of shares of Moncler will be made by RP during the lock-up period without the consent of the Joint Bookrunners.

The Company will not receive any proceeds from the Placement.

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In connection with any offering of the securities of Moncler S.p.A., the Joint Bookrunners and any of their affiliates acting as an investor for its own account may take up as a proprietary position any securities and in that capacity, may retain, purchase or sell for their own account such securities. In addition, the Joint Bookrunners or their affiliates may enter into financing arrangements and swaps with investors in connection with which the Joint Bookrunners (or their affiliates) may from time to time acquire, hold or dispose of shares. The Joint Bookrunners do not intend to disclose the extent of any such investment or transactions otherwise than in accordance with any legal or regulatory obligation to do so.

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