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PRESS RELEASE

**Mittel strengthens its position in the Clothing sector through acquisition
of the iconic Jeckerson brand and aims at creating a reference point
in the Urban/Lifestyle & Outdoor segments**

- Today, through a fully owned vehicle company Fashion Time S.r.l., Mittel acquires ownership of the Jeckerson brand at an auction held by the Court of Bologna
- Jeckerson will be relaunched through targeted industrial and communication investments, backed up by in-depth historical knowledge of Mittel and its reference shareholder Franco Stocchi of the brand and its potential, being the latter the brand's owner till 2008 and a decisive contributor to its success and valorization.
- The acquisition of this new and very significant brand will contribute to create an Italian reference point in the *urban / lifestyle & outdoor clothing sector* within Mittel and is part of the Group's investment strategy focused on sectors and *brands of "Made in Italy"* with strong growth perspectives
- By investing in Jeckerson, Mittel confirms its ability to create and develop investment verticals by industrial approach that has proved to be particularly successful in the bathroom design furnishings and prospectively in the Nursing Home (RSA) sector.

Dr. Marco Colacicco, Chairman of the Executive Committee of Mittel, commented: *"The acquisition of Jeckerson is a source of great pride for our Group and our reference shareholder, the Stocchi family, who re-acquires the brand which contributed to great commercial and market success, with the aim to relaunch it.*

In the 1990s/2000, the Stocchi family managed to establish Jeckerson amongst the most important jeans brands at both national and international levels.

Now, thanks to the ability to continuously create and develop industrial centers, Mittel intends to elaborate a specific investment plan to relaunch the brand and the company, aiming at strong increases in turnover and profit margins.

This transaction proves anew the ability of the Mittel Group to create verticals in sectors of industrial excellence of "Made in Italy" where we are currently present (design, clothing, healthcare and mechanics) with a medium-term commitment ("permanent capital ") directly supporting our investees and their management and aiming at dimensional growth and value creation in the long-term ".

Milan, 15th September 1959

In continuation of its strategy to invest in companies which are expression of Italian excellencies, Mittel has finalized the acquisition of the Jeckerson brand, co-founded by Franco Stocchi (reference shareholder of the Mittel Group) in 1997 and present in jeans and informal clothing market, specifically in the *urban / lifestyle segment*.

Jeckerson was developed thanks to the entrepreneurship skills of Franco Stocchi and became, in the 2000s, one of the most important casualwear brands in Italy. In 2008 the Stocchi family sold the brand to the investment funds Stirling Square and Sirius Equity. Today marks the return of the brand to a Group with high industrial and commercial performances, integrating the know-how of Mittel with that of production companies of the Stocchi family.

Jeckerson is an iconic *brand* with a high degree of awareness that will now be relaunched through adequate industrial and distribution investments, combining production excellence, comfort and style.

The development of Jeckerson will envisage an *omni-channel* distribution model to foster the brand's growth through digital sale and communication channels, a further strengthening of traditional distribution channels and its development on selected international markets.

The strategy of the Mittel Group aims to create a new reference point in the Italian urban / lifestyle & outdoor segments, by studying and promoting industrial and distribution synergies with the owned Ciesse Piumini brand, which shareholding structure will be replicated.

The overall investment for the purchase of the Jeckerson brand was financed entirely by the own funds of Mittel S.p.A. and amounted to EUR 5 million.

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