

LA PERLA

FASHION HOLDING N.V.

La Perla Fashion Holding N.V.
Registered office: Schiphol Boulevard 127, G4.02, 1118 BG Schiphol, the Netherlands

October 16, 2019

Disclosure of an inside information pursuant to Article 17 MAR of the Regulation (EU) No 596/2014

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La Perla intends to launch a €200 million capital increase without subscription rights

Paris, October 16, 2019 – The Board of Directors of La Perla Fashion Holding N.V. (“La Perla” and together with its consolidated subsidiaries, “the Group”) today passed an in-principle resolution, approved by the Board of Supervisory Directors, to implement a €200 million capital increase without subscription rights.

Investors have committed on a binding basis to fully subscribe the capital increase.

The capital increase shall be partially implemented by fully utilizing an existing authorization to issue new shares in the capital of La Perla without subscription rights. In addition, a shareholders’ meeting shall be convened shortly to approve the issuance of further new shares in the capital of La Perla without subscription rights.

La Perla is targeting gross proceeds amounting to €200 million and intends to use the net proceeds to repay a certain amount of the Group’s financial indebtedness, thereby strengthening the capital structure, fund future acquisitions and for general corporate purposes.

The new shares will be admitted to trading on Euronext Growth following implementation of the capital increase.

La Perla has appointed Invest Corporate Finance as Sole-Coordinator and Invest Securities as Lead Manager and Underwriter of the capital increase.

Media contacts

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About La Perla:

La Perla Fashion Holding N.V., a luxury fashion holding company, is the direct shareholder of La Perla Beauty (UK) Limited (“La Perla Beauty”) and La Perla Global Management (UK) Limited and its subsidiaries (the “Operating La Perla Group”). La Perla, through the Operating La Perla Group, is a leading designer, manufacturer and retailer of luxury lingerie, nightwear and swimwear. The group operates under the brand “La Perla”. Founded in 1954 in Bologna, Italy, the brand is renowned for its heritage and craftsmanship.

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This release is not an offer of securities for sale in the United States of America. Securities may not be offered or sold in the United States of America absent registration or an exemption from registration under the U.S. Securities Act of 1933, as amended (the “Securities Act”). There was and will be no public offer of the securities in the United States of America.

This document is not a prospectus for the purposes of Regulation (EU) 2017/1129 and as such does not constitute an offer to sell or the solicitation of an offer to purchase shares of La Perla Fashion Holding N.V.

This release may contain forward-looking statements, i.e., statements that do not relate to historical facts or events. By their nature, forward-looking statements involve known and unknown risks and uncertainties, both general and specific. La Perla Fashion Holding N.V. bases these statements on its current plans, estimates, projections and expectations and they relate to events and are based on current assumptions that may not occur in the future. These forward-looking statements may not be indicative of future performance; the actual outcome of the financial condition and results of operations of La Perla Fashion Holding N.V. and its consolidated subsidiaries, and the development of economic conditions,

may differ materially from, in particular be more negative than, those conditions expressly or implicitly assumed or described in such statements. Even if the actual results of the La Perla Fashion Holding N.V. or its consolidated subsidiaries, including the financial condition, results of operations and economic conditions, develop in line with the forward-looking statements contained in this press release, there can be no assurance that this will be the case in the future.