

LA PERLA

FASHION HOLDING N.V.

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

February 26, 2020

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 the fully subscribed capital increase without subscription rights shortly

Amsterdam, February 26, 2020 – La Perla Fashion Holding N.V. (the “**Company**” and together with its consolidated subsidiaries, the “**Group**”) intends to launch the fully subscribed capital increase without subscription rights (the “**Capital Increase**”) based on the resolutions of the Company’s shareholders meeting on 5 December 2019 and the Company’s board of managing directors, subject to approval of the board of supervisory directors, as follows:

- The Company intends to implement the Capital Increase in two tranches within the next 14 days.
- The first tranche will consist of 20 million new shares without subscription rights as approved by the Company’s shareholders resolution on the 5 December 2019.
- The second tranche will consist of approx. 24.5 million additional new shares to be issued by utilizing an existing authorization to issue new shares in the capital of the Company without subscription rights.
- The Company intends to exclusively sell the new shares to institutional investors in private placements and at a placement price reflecting current trading; today’s closing price was EUR 4.50.

La Perla 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 registration of the implementation of the capital increase.

Media contacts

Finsbury

Edward Simpkins/Jenny Bahr: LaPerla-LON@finsbury.com / +44 207 251 38 01

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 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.