

# LA PERLA

FASHION HOLDING N.V.

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

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In response to the COVID-19 crisis, La Perla will donate 10% of online sale proceeds from laperla.com, on an ongoing basis, to the COVID-19 Solidarity Response Fund hosted by the United Nations Foundation and Swiss Philanthropy Foundation, in support of the World Health Organisation.

All funds raised by the Solidarity Response Fund will go towards the distribution of essential protective supplies to frontline workers, accelerate efforts towards vaccine development, and above all, ensure patients across the world receive the care they need. For more information, please see [www.covid19responsefund.org](http://www.covid19responsefund.org).

La Perla has also donated 10,000 masks to frontline workers in its beloved hometown of Bologna. These vital masks have been distributed to support the employees of the Municipality of Bologna, care-workers and to the vulnerable living in residential care homes. In Portugal, 10,000 masks have been donated to the Porto City Hall Field Hospital.

During this challenging time, the safety and well-being of La Perla's customers and dedicated team members around the world remains the utmost priority. La Perla is closely monitoring the situation as it evolves and responding accordingly with caution and care to the advice from the World Health Organisation, as well as other respected authorities in all of our operating markets.

**Pascal Perrier, CEO of La Perla, said:**

“From today and on an ongoing basis, La Perla is proud to donate 10% of its online sales proceeds to the COVID-19 Solidarity Response Fund hosted by the United Nations Foundation and Swiss Philanthropy Foundation, in support of the World Health Organization to help responding to the COVID-19 crisis.

La Perla, which operates globally with deep roots in Italy, cares for all its employees, customers and community partners. It is natural we all play a role in helping the brave groups battling this pandemic.”

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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.