

CONVOCAATION TO THE ANNUAL GENERAL MEETING OF SHAREHOLDERS OF LA PERLA FASHION HOLDING N.V.

Amsterdam (the Netherlands), 15 June 2020

Dear shareholder,

We hereby invite you to the annual general meeting of holders of shares in the capital of **La Perla Fashion Holding N.V.**, a public company (*naamloze vennootschap*), having its registered seat (*statutaire zetel*) in Amsterdam (the Netherlands) and its business office at Schiphol Boulevard 127 G4.02 1118 BG Schiphol (the Netherlands), registered with the trade register of the Chamber of Commerce under number 66809681 (the "**Company**"), to be held on 30 June 2020 at 12:00 p.m. CET at the offices of the Company: Schiphol Boulevard 127 G4.02 1118 BG Schiphol (the Netherlands).

The agenda of the annual general meeting of shareholders reads as follows:

1. Appointment of the chairman of the meeting;
2. Opening and announcements;
3. Discussing the management report for the financial year 2019;
4. Proposal to adopt the 2019 Annual Accounts;
5. Discussing the distribution of profits for the financial year 2019;
6. Proposal to appoint the Company's external auditor for the financial year 2020;
7. Proposal to release the Managing Directors and the Supervisory Directors from liability for their respective duties;
8. Proposal to appoint, upon the nomination of the Board of Supervisory Directors, Mr. Stefan Kindler as supervisory director of the Company;
9. Proposal to acknowledge the resignation of Mr. Robert David Salem as supervisory director of the Company and release him from liability;
10. Proposal to grant the Board of Managing Directors the right to issue shares;
11. Proposal to grant the Board of Managing Directors the right to exclude pre-emptive rights in relation to item 10 on the agenda;
12. Proposal to grant the Board of Managing Directors the right to acquire shares; and
13. Conclusion.

You may exercise the voting rights in relation to your shares by following one of the two procedures described below:

- 1) voting in person by attending the meeting. To be able to exercise the voting rights in relation to your shares by attending the meeting, your security account(s) must be blocked as of **one business day** prior to the meeting until the close of the meeting, evidence of which must be brought to the meeting (e.g., in the form of a recent bank statement of the relevant securities account of the shareholder), or
- 2) voting by proxy. To be able to exercise the voting rights in relation to your shares by proxy, you must notify the Company in advance by sending a completed and signed enclosed power of attorney (Annex to this letter). As per the signing of the power of attorney, the shareholder's security account(s) must be blocked until the close of the meeting, evidence of which must be sent to the Company prior to the meeting (e.g., in the form of a recent bank statement of the relevant securities account of the shareholder). The Company must receive the completed power of attorney from you no later than on 29 June 2020, at 6:00 p.m. CET.

Note: Due to the COVID-19 measures as applicable in the Netherlands at the time of the annual general meeting, access to the meeting in person may be restricted. The Board of Managing Directors will closely monitor the developments, and reserves the right to inform shareholders who have indicated that they wish to attend the annual general meeting in person that attendance in person is not possible. In this event, the Board of Managing Directors will take the appropriate measures that shareholders can attend the meeting through video conference.

We trust to have informed you sufficiently, but please do not hesitate to contact us should you have any questions.

Yours sincerely,

Name: Imran Khan
Title: Managing Director

ANNEX

POWER OF ATTORNEY

ANNUAL GENERAL MEETING OF SHAREHOLDERS OF

LA PERLA FASHION HOLDING N.V.

_____, a company organized and existing under the laws of _____, with address _____, registered with the register named _____ under number _____ (the "**Grantor**"),
represented by:

Name :

Title :

OR

Names (surname) : _____

(given names) : _____

Address : _____

Country : _____

Place of birth : _____

Date of birth : _____

Passport number : _____

Expiration Date : _____

(the "**Grantor**").

The Grantor herewith grants power of attorney, within the meaning of article 3:60 of the Dutch Civil Code, to _____ (the "**Attorney**"), with the power to grant this power of attorney to a third party:

I. to represent the Grantor at the annual general meeting of shareholders of **La Perla Fashion Holding N.V.**, a public company (*naamloze vennootschap*), having its registered seat (*statutaire zetel*) in Amsterdam (the Netherlands) and its business office at Schiphol Boulevard 127 G4.02 1118 BG Schiphol (the Netherlands), registered with the trade register of the Chamber of Commerce under number 66809681 (the "**Company**"), to be held at the offices of the Company: Schiphol Boulevard 127 G4.02 1118 BG Schiphol (the Netherlands) on 30 June 2020 at 12:00 p.m. CET at which meeting the items of the agenda will be:

1. Appointment of the chairman of the meeting;
2. Opening and announcements;
3. Discussing the management report for the financial year 2019;
4. Proposal to adopt the 2019 Annual Accounts;
5. Discussing the distribution of profits for the financial year 2019;
6. Proposal to appoint the Company's external auditor for the financial year 2020;
7. Proposal to release the Managing Directors and the Supervisory Directors from liability for their respective duties;
8. Proposal to appoint, upon the nomination of the Board of Supervisory Directors, Mr. Stefan Kindler as supervisory director of the Company;
9. Proposal to acknowledge the resignation of Mr. Robert David Salem as supervisory director of the Company and release him from liability;
10. Proposal to grant the Board of Managing Directors the right to issue shares;
11. Proposal to grant the Board of Managing Directors the right to exclude pre-emptive rights in relation to item 10 on the agenda;
12. Proposal to grant the Board of Managing Directors the right to acquire shares; and
13. Conclusion.

II. to exercise the Grantor's voting rights in relation to its shares in the capital of the Company in respect of the items on the agenda for the annual general meeting of the Company's shareholders in the manner set out below and sign all instruments and resolutions and to do anything the Attorney deems necessary in connection with representing the Grantor at the aforementioned meeting.

No.	Agenda	For	Against	Abstain
1.	Appointment of Imran Khan as the chairman of the meeting			
4.	Proposal to adopt the 2019 Annual Accounts			
6.	Proposal to appoint the Company's external auditor for the financial year 2020			
7.	Proposal to release the Managing Directors and the Supervisory Directors from liability for their respective duties			
8.	Proposal to appoint, upon the nomination of the Board of Supervisory Directors, Mr. Stefan Kindler as supervisory director of the Company			
9.	Proposal to acknowledge the resignation of Mr. Robert David Salem as supervisory director of the Company and release him from liability			
10.	Proposal to grant the management board of the Company the right to issue shares			
11.	Proposal to grant the management board the right to exclude pre-emptive rights in relation to item 10 on the agenda			
12.	Proposal to grant the management board the right to acquire shares			

Furthermore, the Grantor undertakes to ratify or confirm anything which the Attorney shall do or lawfully purport to do by virtue of this power of attorney, and shall indemnify the Attorney and keep the Attorney indemnified against and shall reimburse the Attorney for any costs, losses, suits, claims, demands, obligations, liabilities and damages which he may suffer or incur arising out of the exercise of his powers pursuant to this power of attorney.

This power of attorney shall be governed by the laws of the Netherlands.

Signed in _____ on _____ 2020.

Name : _____