

PRESS RELEASE

MONTBLANC AND YOOX NET-A-PORTER GROUP SIGN PARTNERSHIP TO ENHANCE THE LUXURY MAISON'S SHOPPING EXPERIENCE

- Building on the strong success of Montblanc's existing e-commerce platform, this partnership will take the Maison's digital capability to the next level.
- Montblanc has selected YOOX NET-A-PORTER GROUP for its powerful, flexible and tailor-made technology platform, as well as its deep expertise in the luxury segment.
- This collaboration with Montblanc, one of Richemont's digital leaders, marks a new milestone in the relationship between YOOX NET-A-PORTER GROUP and Richemont's luxury Maisons.

MILAN/LONDON/HAMBURG, 6TH AUGUST 2020 – Montblanc (the Maison) and YOOX NET-A-PORTER GROUP (the Group) are pleased to announce a new partnership. Montblanc, recognised as a digital leader amongst Richemont's Maisons, has selected YOOX NET-A-PORTER GROUP to power the next iteration of its highly successful e-commerce platform. The new platform will be powered by YOOX NET-A-PORTER'S advanced technology and informed by twenty years of expertise and data from the luxury e-commerce sector. Montblanc will benefit from a powerful, flexible and customizable platform, enhancing their ability to merchandise their curation of luxury products. Montblanc customers will also enjoy a seamless shopping experience, connecting the new online store with Montblanc physical boutiques, serving more than 100 countries in Europe, Americas, Middle East and Asia, with unparalleled access to the latest products and collections.

This new platform is the result of an extensive collaboration between Montblanc and YOOX NET-A-PORTER to redefine the luxury Maison's shopping experience. The store offers personalisation, a simplified checkout and has been completely redesigned with a mobile-first approach, key within the luxury industry and demonstrated by the fact over 50% of YOOX NET-A-PORTER's sales come from mobile each year. In addition to ordering online and over the phone, customers can also enjoy an extensive suite of omnichannel services including click-from store and return-in-store which are being extended to new countries.¹

The store was designed and developed by YOOX NET-A-PORTER and is powered by its unique technology & logistics platform, ensuring that Montblanc will benefit from new innovations as they are released. To meet Montblanc customer's needs, YOOX NET-A-PORTER has built additional product personalisation capabilities including engraving and embossing into its operations network.

We are excited that our partnership with YOOX NET-A-PORTER GROUP will enable us to further drive outstanding results and offer every customer an unparalleled shopping experience. Since the

¹ Full list of omnichannel services include click-and-collect, click-and-reserve, return-in-store, click-from-store, click-and-exchange, buy-on-call, fashion advice and book an in-store appointment. Omnichannel services may not be available in all markets at launch.

beginning of this journey we were aiming to share Montblanc's rich history and design ethos with each customer leaving a memorable impression behind. Drawing on YOOX NET-A-PORTER'S expertise in luxury e-commerce, this new platform will bring our vision to life and we are very pleased to be embarking on this journey together."

- Nicolas Baretzki, Chief Executive Officer, Montblanc

"Together with Montblanc, we share a vision to convey the Maison's rich history in master craftsmanship, further enhance the Montblanc customer offer and bring new dimensions to their already strong digital platform. It's an important moment for Montblanc and it also signals an exciting milestone in YOOX NET-A-PORTER's work in the luxury segment with Richemont's illustrious Maisons. Through our Online Flagship Stores, we work in partnership with the world's most prestigious brands, wherever they are in their e-commerce journey, to drive results and provide an exceptional luxury customer experience."

- Francesca Tranquilli, President – Online Flagship Stores
YOOX NET-A-PORTER GROUP

Montblanc will also benefit from YOOX NET-A-PORTER's unrivalled digital marketing, merchandising and customer care support, built on 20 years of luxury e-commerce know-how.

The new website and online store will be available starting from August 2020.

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Montblanc

About Montblanc

Synonymous with excellence in craftsmanship and design, Montblanc has been pushing the boundaries of innovation ever since the Maison first revolutionized the culture of writing in 1906. Ingenuity and imagination continue to be driving forces for the Maison today as it advances its expression of fine craftsmanship across product categories: writing instruments, watches, leather goods, new technologies and accessories. Reflecting upon its ongoing mission to create fine lifetime companions born from bold ideas and expertly crafted through the skills of the Maison's artisans, the iconic Montblanc Emblem has become the ultimate seal of performance, quality and an expression of sophisticated style. As part of its on-going commitment to elevating and support those who strive to leave their mark, Montblanc continues to assert its encouragement of education programs around the world and initiatives that inspire people to express their full potential.

Information for Press:

All Information and images are available to download on the Montblanc Press Lounge:
<https://press.montblanc.com/>

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YOOX NET-A-PORTER GROUP is the world leader in online luxury and fashion with 4.3 million high-spending active customers in 180 countries. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER connects the most discerning clientele with the joy of luxury and fashion that lasts a lifetime and beyond. It combines a curated edit of the world's most coveted brands with personalised end-to-end service, all shaped by 20 years of insights into the modern luxury shopper.

YOOX NET-A-PORTER is uniquely positioned in the high-growth luxury e-commerce sector thanks to a focused business model that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops: NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. In addition to this, the Group's Online Flagship Stores Division partners with many leading luxury brands to power their own e-commerce destinations, including the next era of omnichannel solutions that blur the line between online shopping, mobility and the boutique.

YOOX NET-A-PORTER balances technology and human touch to create a truly luxury shopping experience. Artificial intelligence, augmented reality, voice and visual search are all innovations that the Group is developing to enrich the customer experience – which is nearly always via a smartphone. Sustainability increasingly shapes the way YOOX NET-A-PORTER conducts business, with a focus on ensuring lasting positive impact for people and planet through transparency and collaboration.

YOOX NET-A-PORTER is a global Group with Anglo-Italian roots. Its localised approach to serving customers is supported by offices and operations in the United States, Europe, Middle East, Japan, China and Hong Kong. The Group strengthened its presence in the fast-growing Chinese and Middle Eastern luxury markets through joint ventures with the strongest local partners, namely Alibaba and Mohamed Alabbar's Symphony Investments. YOOX NET-A-PORTER is part of Richemont. Federico Marchetti, founder of YOOX, is the Group's CEO and Chairman.

For more information, visit: <http://www.ynap.com/>

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