

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

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## La Perla: Management update

**Amsterdam, October 24, 2022** – La Perla Fashion Holding N.V. (the “Company” and together with its consolidated subsidiaries, the “Group”) is pleased to announce that Pascal Perrier, following the fulfilment of his term as CEO of La Perla Global Management (UK) Ltd., has agreed to take on the position of Non-Executive, Honorary Chair of the Board, through which he will continue to provide strategic advice to the Company. Peter Shaefer, currently CEO of La Perla Beauty (UK) Ltd., has, in addition to his current position, taken over the position of CEO of La Perla Global Management (UK) Ltd, with full operational control of the business.

We take the opportunity to thank Pascal for all his contributions to La Perla during his tenure as CEO and we look forward to his ongoing advisory support to the Board and Peter. We welcome Peter as CEO of La Perla and look forward to working together towards delivering on the company’s unique luxury strategy and business plan.

### Media contacts

#### Seven Dials

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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 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.

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