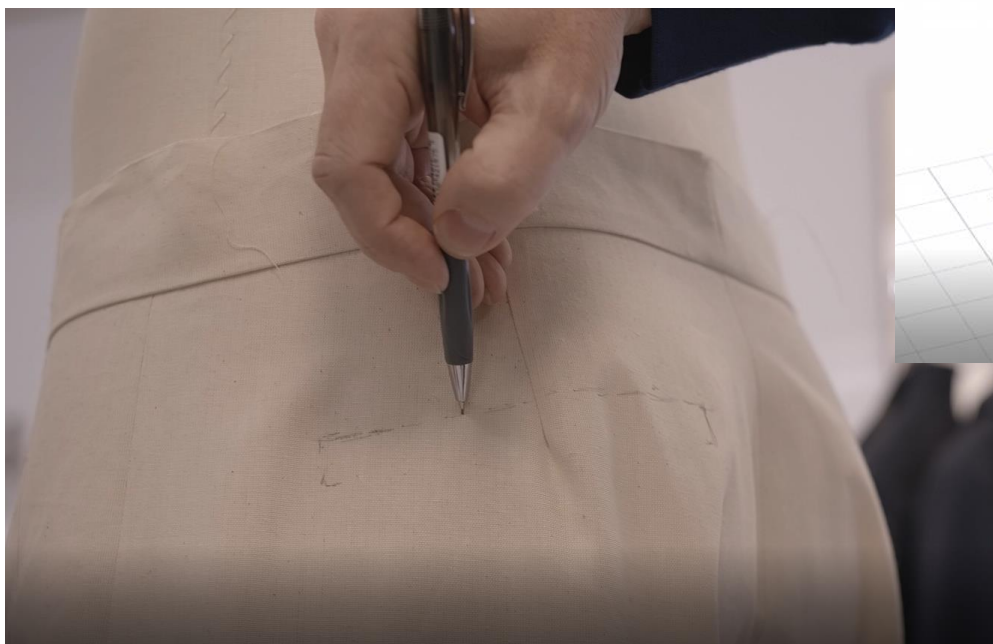


Italian Stock Market Opportunities Milano



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Today's speakers

**Luca
Sburlati**



CEO

-  7 years in Pattern
-  13 years of Fashion & Luxury industry experience as a Top Manager
-  Education: Executive MBA Bocconi / Graduated International Political Sciences

**Innocenzo
Tamborrini**



CFO

-  10 years in Pattern
-  18 years as CFO and Senior Controller
-  Education: Graduated in Economics

**Sara
De Benedetti**



Investor Relations Manager

-  Joined Pattern in July 2018
-  9 years in communication, last 5 years focused on the International Fashion Industry
-  Education: MSc Bocconi in Economics

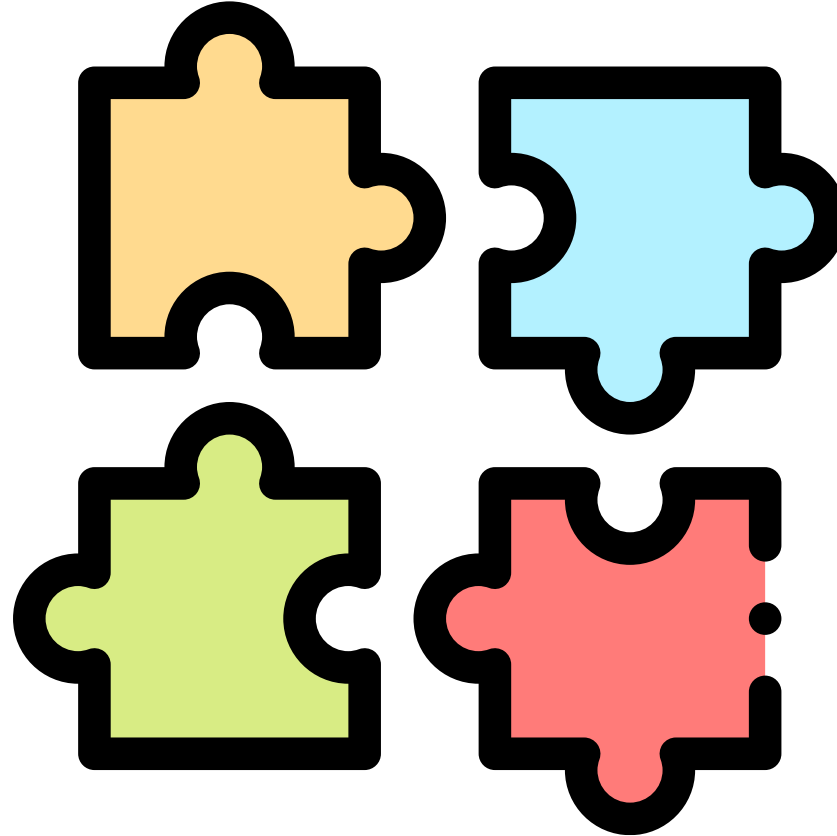


Index



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2. Group Strategy
3. Pattern: Innovation
4. Pattern: Sustainability
5. 1H2021 Results
6. Appendix
 - Pattern Overview
 - Business and Values

Group at a glance & Updates



Consistent strategy in line with IPO proceeds



First Italian brand to obtain the SA8000 Social Accountability Certificate

Acquisition of Roscini – Spello plant, reinforcing the women segment

Acquisition of an additional 29% of the share capital of S.M.T.

Set up of the Collegno plant



First Sustainability Report (GRI index)

Borsa Italiana IPO

2000-2008

2009-2012

2013-2015

2016

2017

2019

2021

2022

Pattern was established in 2000 by Fulvio Botto and Francesco Martorella

Acquisition of the tailoring production unit, Buble,

Beginning of managerialization process with Mr Sburlati joining the team

ESEMPLARE

Acquisition of Esemplare brand, specialized in sport/urban collections



Acquisition of S.M.T. Pattern enters the luxury knitwear sector

Acquisition of 54% of Idee Partners. Pattern enters the leather goods sector

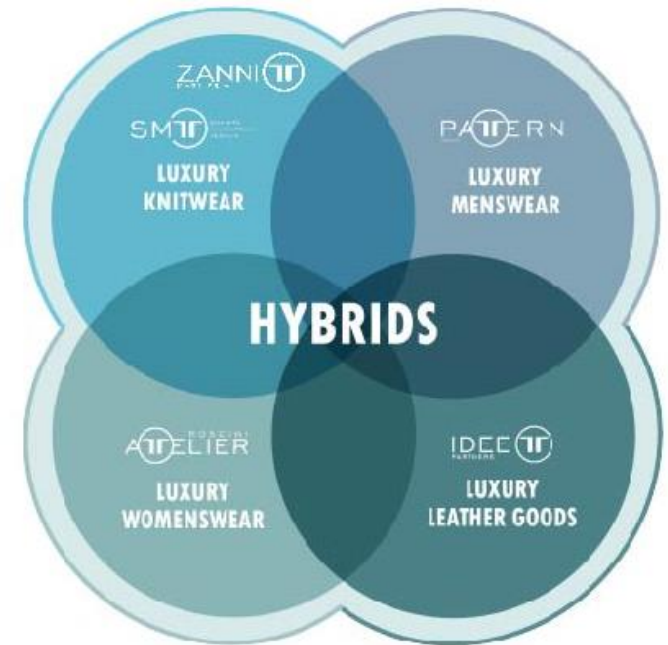
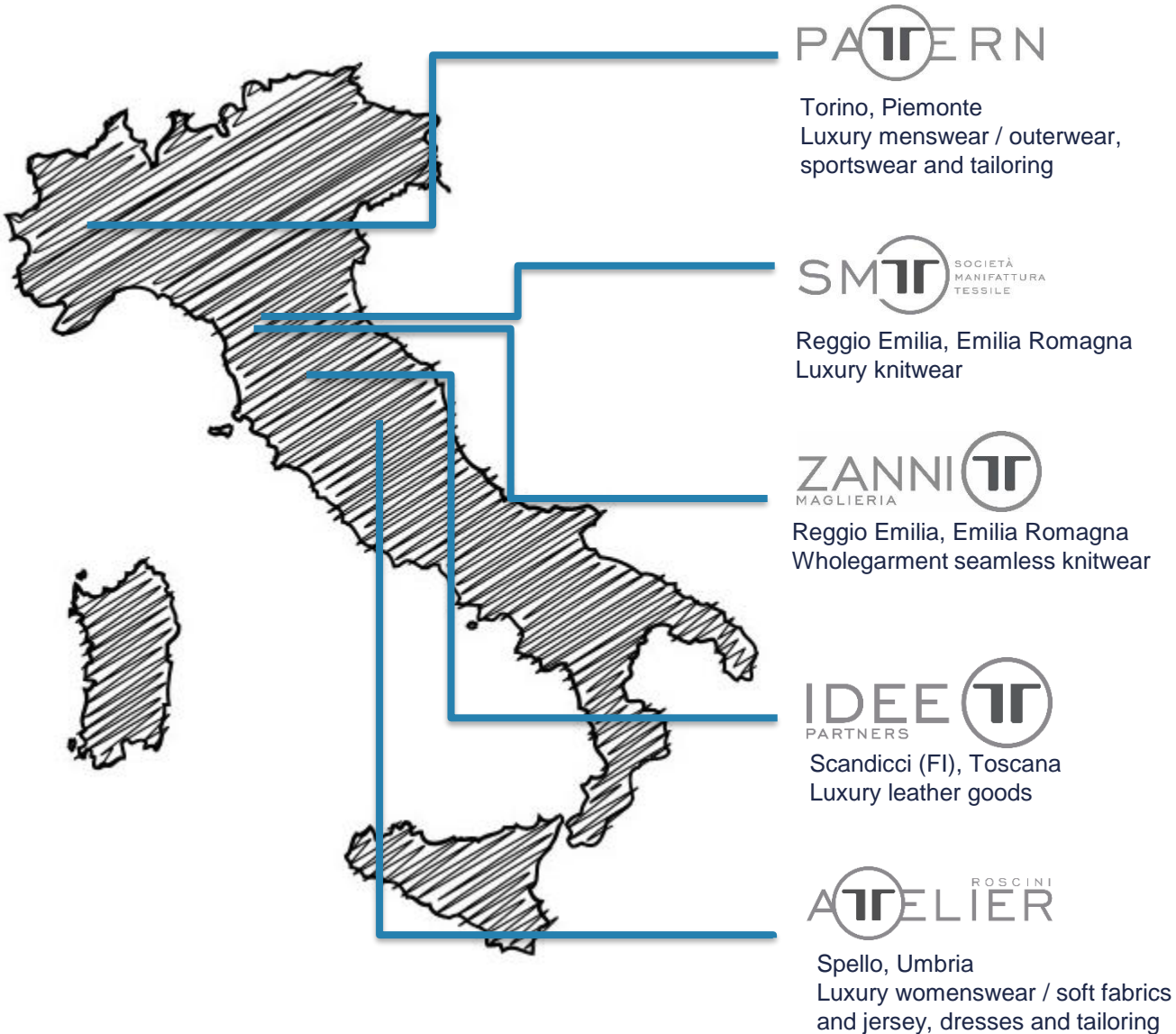


Acquisition of 100% of the share capital of Zanni. through S.M.T



Sales Revenues
€ Mln

The Italian Hub of Luxury Fashion Engineering



The Italian Hub of Luxury Fashion Engineering

Pattern:

Luxury Menswear Engineering

- **Casual and technical menswear, outerwear** specialist for men and women
- Focus on new **technologies applied to pattern-making**
- Attention to **Research & Development and innovation**
- A business model based on **sustainability**



Roscini Atelier:

Luxury Womenswear Engineering

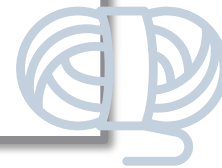
- **Dresses and tailoring**, soft fabrics and jersey
- **Double construction**
- Flexibility and Reputation
- A solid focus on **craftsmanship and innovation**



S.M.T. & Zanni:

Luxury Knitwear Wholegarment seamless knitwear

- Advanced technical know-how: **3D seamless Wholegarment**
- Both **SHIMA SEIKI** and **STOLL production technologies**
- More than 100 weaving machines, 20 programmer technicians and a chain of external laboratories
- **Excellence, Quality**
- **Proactivity**
- A solid focus on **Research & Development**



Idee Partners: Luxury Leather Goods

- **Leather goods** (mainly accessories)
- Focus on **Product Development**
- Flexibility
- **Customized** partnership with clients: from engineering to production depending on clients need



January 2022 – Purchased the 100% of Zanni, through its subsidiary S.M.T.

Zanni srl is an **historical knitwear weaving company** with over 60 years of activity, family enterprise at the third generation. Zanni srl offers **seamless knitting production services** of the best quality completely **made in Italy**.

The company represents the excellence in the seamless knitwear production, always at the forefront of innovation, for 20 years it has specialized in the use of the **WHOLEGARMENT® technology by Japanese Shima Seiki**.

In addition to attention to cutting-edge technology in knitwear, it shares a **serious path towards social and environmental sustainability with the Pattern Group**.



- The Investment Agreement comprises the purchase by Pattern, through S.M.T. S.r.l. (80% controlled by Pattern) of **100% of Zanni S.r.l.** directly from the two founders Marco and Mauro Zanni.
- **The agreed price is € 4.3 million** and will be paid by Società Manifattura Tessile Srl. To the sellers for 70% on the date of execution of the purchase and for the remaining 30% in three annual instalments starting from 31 January 2023.
- **The acquisition price of € 4.3 million includes the production property and positive NFP (Cash).**
- The closing shall be no later than February 28, 2022.



November 2021 – Purchased the 54% of Idee Partners S.r.l

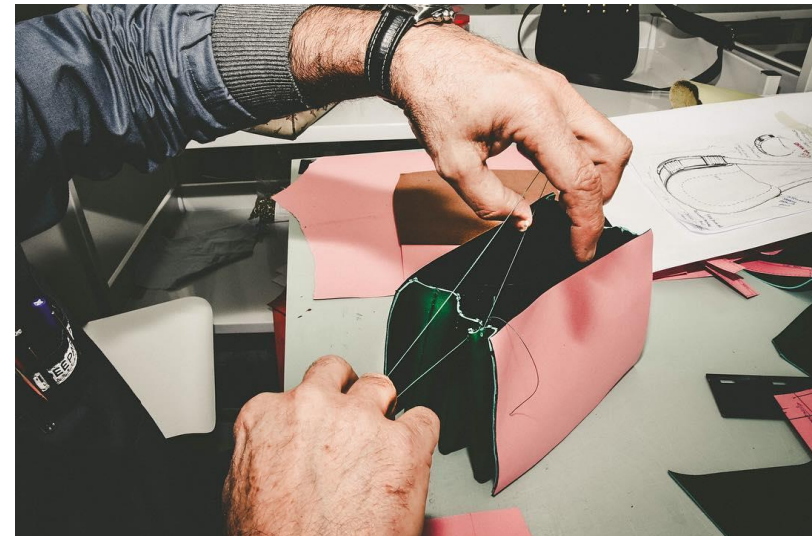
Idee Partners S.r.l, Italian company founded in 2008 and based in Scandicci (Florence), is specialized in **Product Development, Engineering and Production in the luxury leather goods sector** (mainly **handbags and small accessories**).

Idee Partners today engineers and produces for the most important international fashion and luxury brands.

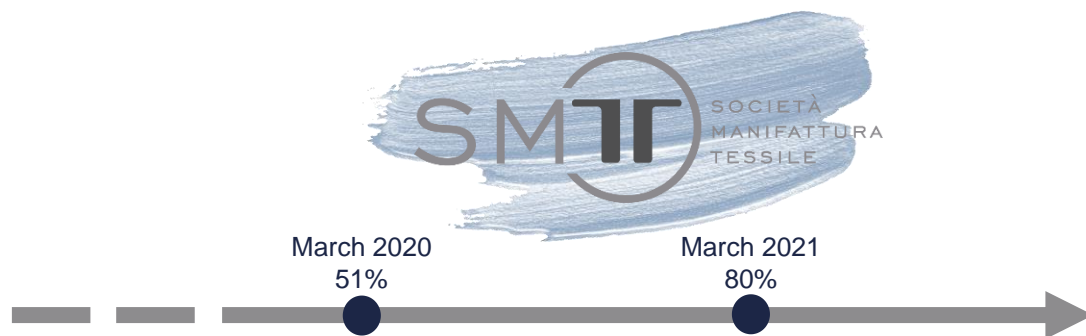
This is possible thanks to its **structured internal organization**, made up of around 120 people, capable of **managing** a strong engineering and production capacity **internally**.

In 2021 Idee Partners has also finalized the acquisition of **60% of Petri&Lombardi**, historical Tuscan leather goods company consisting of 25 people, an investment that has allowed Idee Partners to strengthen its internal production line and expand its presence in Tuscany.

- Purchase by Pattern of **54% of Idee Partners S.r.l.** of which 50.9% from Idee Holding S.r.l. (a company that holds 96.9% of Idee Consulting) and 3.1% directly from one of Idee Partners's historical figures Alex Albini.
- The **total price of € 4,031,434.00** has been paid to the Sellers in proportion to their respective shares in the share capital and, specifically, as follows: (i) an amount equal to € 3.8 million in favour of Idee Holding; (ii) an amount equal to € 231,434,000 in favour of Alex Albini.
- **The closing was signed on November 16, 2021.**



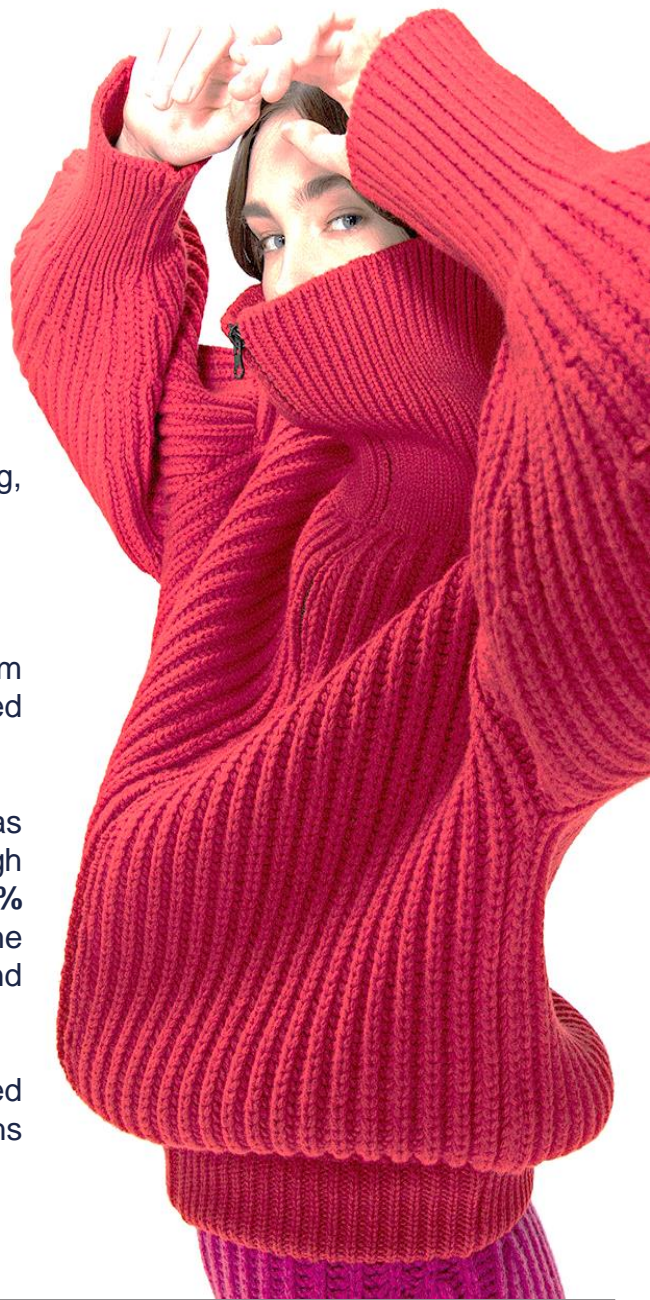
March 2021 – Purchased an additional 29% of S.M.T.



On **March 5, 2021**, acquisition of an additional 29% of the share capital of S.M.T., thus reaching, 80% of the share capital.

OPERATION DESCRIPTION

- Purchase by Pattern of a further 29% of the share capital of SMT, of which **19% directly** from Stefano Casini, the founder and CEO of S.M.T., and **10% from Camer** - a wholly-owned subsidiary of Stefano Casini, at a **total price of € 3.9 million**
- The closing of the transaction was achieved through: i) the signing of the deed of sale having as its object the **transfer of 19% of SMT by Stefano Casini to Pattern** against payment through cash of € 2,555,000; ii) the signing of the deed of contribution concerning the contribution of **10% of STM by Camer to Pattern against the assignment to Camer**, on the effective date of the contribution, of newly issued ordinary shares of Pattern, as part of a capital increase in kind reserved to Camer to service the transaction, at a total price of € 1,345,000.
- **€ 3.87**: the subscription price of the newly issued shares, calculated on the basis of the weighted average price of all stock market transactions of Pattern shares on AIM Italia in the six months prior to the date of signing the Investment Agreement.



Group Strategy



Group Strategy

Proceed with the growth of the Italian Hub of Luxury Fashion Engineering

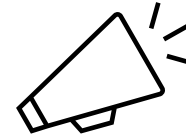


Pattern Group Strategic Plan 2021-24



E-QUALITY

100% Product Quality
but also egalitarian
company



WATCH THE VIDEO OF
PATTERN STRATEGIC
PLAN 2021-24 ON VIMEO.
LOOK AT THE LINK ON
THE EMAIL WE SENT YOU



EASINESS

Mental flexibility
and creativity



ECOLOGY-ESG

Goal is Circular
Economy



EXCELLENCE & TECHNOLOGY

Industrialization of products
and company management
systems

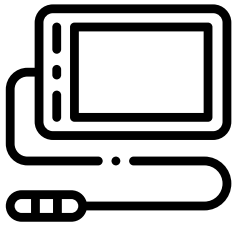


EFFICIENCY

Productivity and
efficiency of processes

Pattern: Innovation

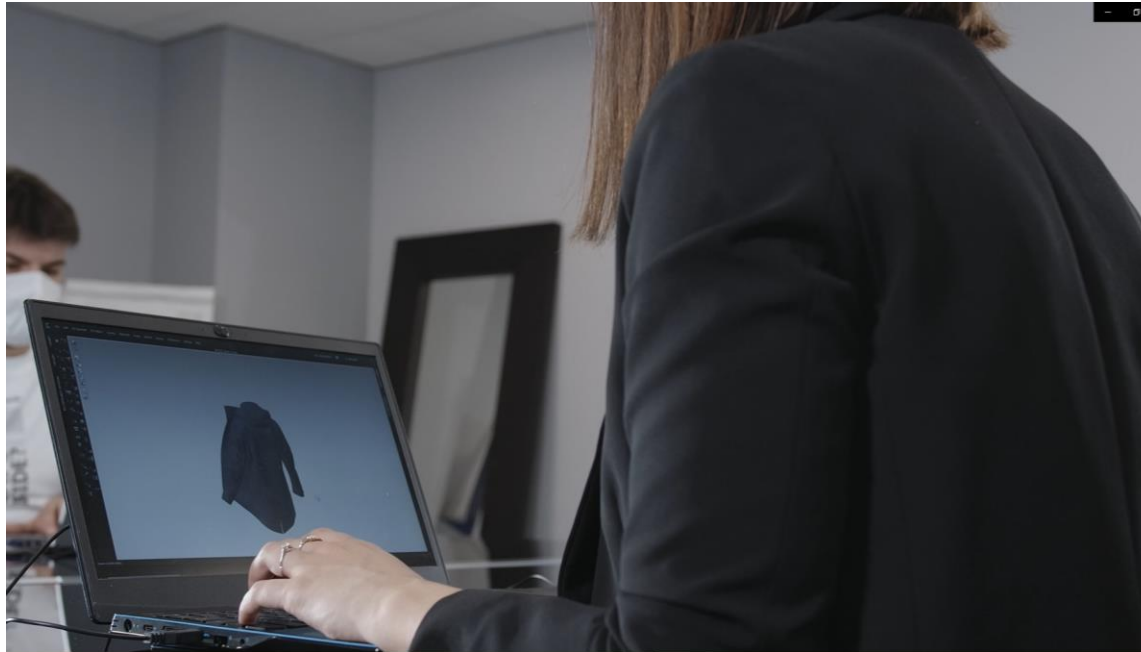


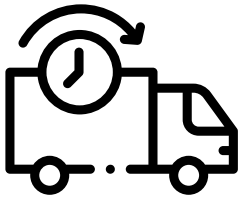


3Dmension Virtual Prototyping

Today 3D prototyping represents one of the most important company's strategic investments with a dedicated Digital Team.

Pattern uses the most advanced fashion prototyping software program which allows to bring to life virtual models by **replicating 2D CAD patterns into a 3D platform.**

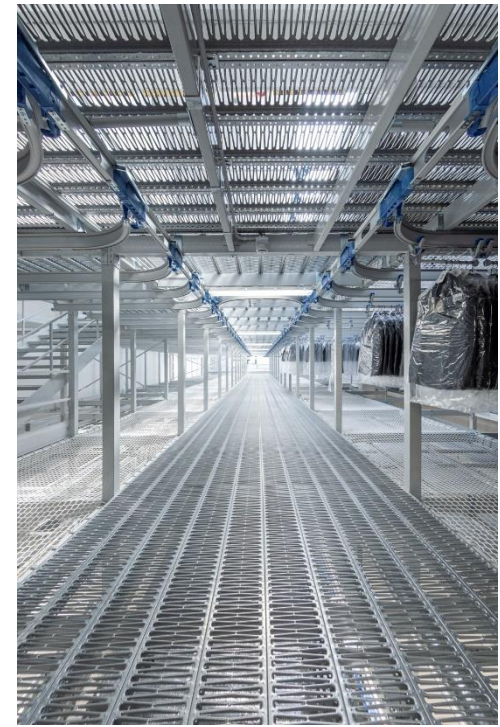




New Digital Warehouse 4.0

Completed in autumn 2020, the new warehouse is an **innovative system state-of-the-art** in the logistic field.

A cutting-edge warehouse, 100% digitalized, where, thanks to **RFID technology**, every single garment is unequivocally identified and traced.



Pattern: Sustainability



ESG RATING 2020

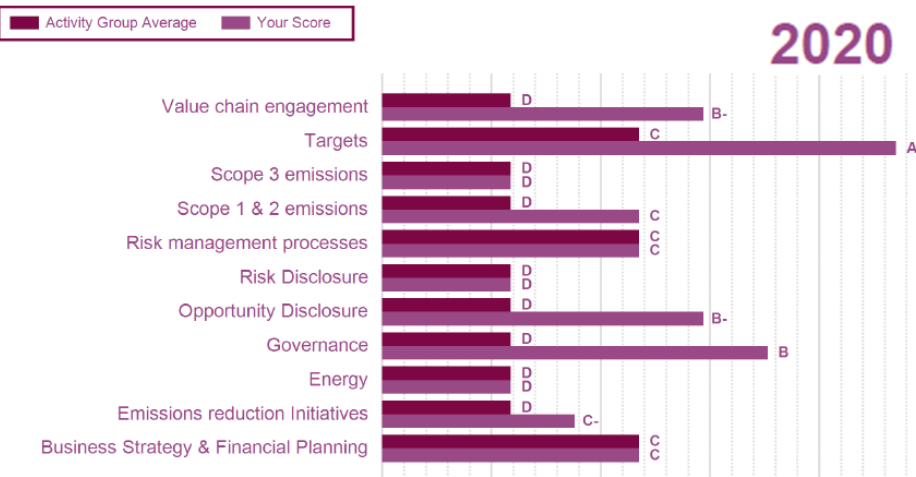
PATTERN OVERPERFORMS THE MARKET

B-

Pattern confirms its participation to the **Climate Change Reporting** managed by the international organization CDP and achieves a **2020 ESG Rating, referring to the year 2019, of level B-**.

An exceptional score, **almost unique in the fashion world** - especially in Italy - higher than the European regional average of C, and higher than the global "Textile&Fabric Goods" global sector average of D.

CATEGORY SCORES BENCHMARKING



PATTERN ACHIEVES A PLACE ON THE

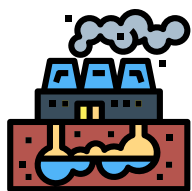
2020 CDP SUPPLIER ENGAGEMENT LEADERBOARD

Pattern joins the other 400 international companies (7% of top companies) nominated into the CDP "2020 Supplier Engagement Leaderboard", companies that are annually assessed with total transparency by CDP on the Supplier Engagement Rating (SER) .



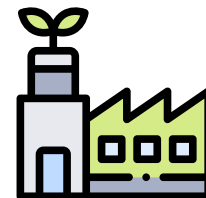
2020

CDP is recognized as the global standard of environmental reporting. The British NGO has a strong reputation and receives its mandate from a pool of institutional investors. The market demand for corporate environmental transparency is louder than ever: 515 investors with US\$106 trillion in assets, and 150+ large purchasers with US\$4 trillion in buying power requested thousands of companies to disclose through CDP in 2020. They use CDP data, including scores, to inform their investment and procurement strategies.



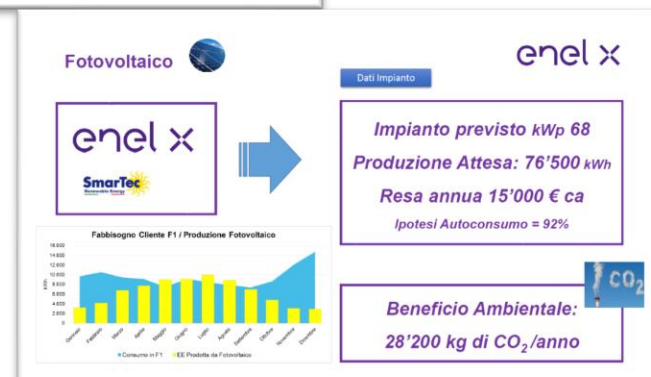
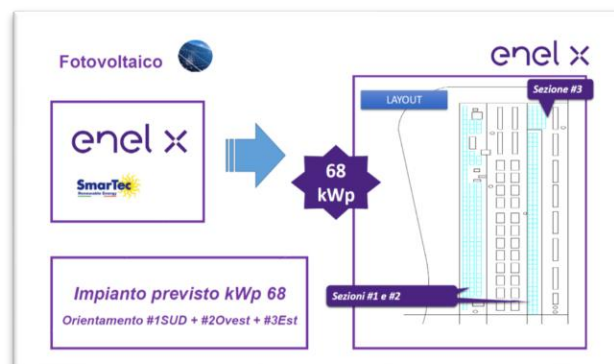
GEO THERMAL PLANT

In 2020 the 140-kW **geothermal plant**, designed to meet the **energy needs required for heating and cooling of a new warehouse and part of the existing laboratory**, has become operational. The important savings on operating costs and the elimination of fuel will be accompanied by a **reduction of about 25,000 kg / year of carbon dioxide**.



PHOTOVOLTAIC PLANT

At the end of 2020, a **photovoltaic system designed for self-consumption** became operational allowing the company to be **almost completely self-sufficient**, fully covering the energy needs in the warmer months. By achieving this goal, Pattern will **avoid CO2 emissions for 28 tons per year**, pursuing the path to become **totally sustainable and zero emissions by 2023**.



FROM RED TO GREEN CARPET

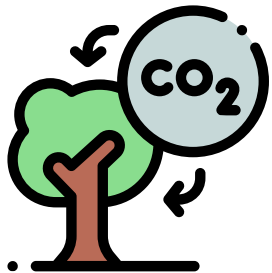
“From Red to Green Carpet” is a **five-year plan announced in 2018 by Pattern**.

The aim is to create the same luxury but drastically reducing the impact on the environment without compromising the quality.

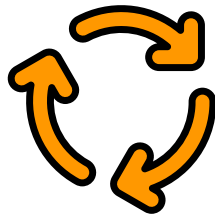
Pattern has identified three main goals to achieve:



ECONOMIC & SOCIAL
SUSTAINABILITY



BEING CARBON
NEUTRAL



CIRCULAR ECONOMY &
REVALUE WASTE

PATTERN ADHERES TO THE ONU’S “FASHION INDUSTRY CHARTER FOR CLIMATE ACTION”

Pattern is the first Italian company to join the **UNFCCC’s Fashion for Global Climate Action** initiative as a signatory to the **Fashion Industry Charter for Climate Action**.

In line with the principles enshrined in the Charter and the aims of the Paris Agreement, **Pattern commits to a 30% GHG emissions reduction by 2030** and will strive to de-carbonization of the production phase, selection of climate friendly and sustainable materials, low-carbon transport, consumer dialogue and awareness, work with the financing community and policymakers to catalyse scalable solutions, and explore circular business models.

PATTERN IS REGISTERED AS A PARTICIPANT OF THE UNITED NATIONS GLOBAL COMPACT

Pattern takes the decision to **participate to the United Nations appeal** and today it is officially registered as a **Participant of the United Nations Global Compact**: a global network of more than **13,000 companies** and 3,000 non-business participants that shares the commitment to a sustainable future.

The objective is to align companies’ strategies and operations with the Global Compact’s Ten Principles on Human Rights, Labour, Environment and Corruption and work together in order to take strategic actions to promote broader social objectives

1H2021 Results



PATTERN GROUP 1H2021 Highlights

REVENUES

€ 31.1M

€24.5M 1H2020

EBITDA

€ 3.4M

€2.5M 1H2020

EBITDA MARGIN

10.9%

10.2% 1H2020

GROUP NET INCOME

€ 1.2M

€1.0M 1H2020

POSITIVE NFP

€ 5.0M

€8.8M FY2020

€3.9M 1H2020

1H2021 Income Statement

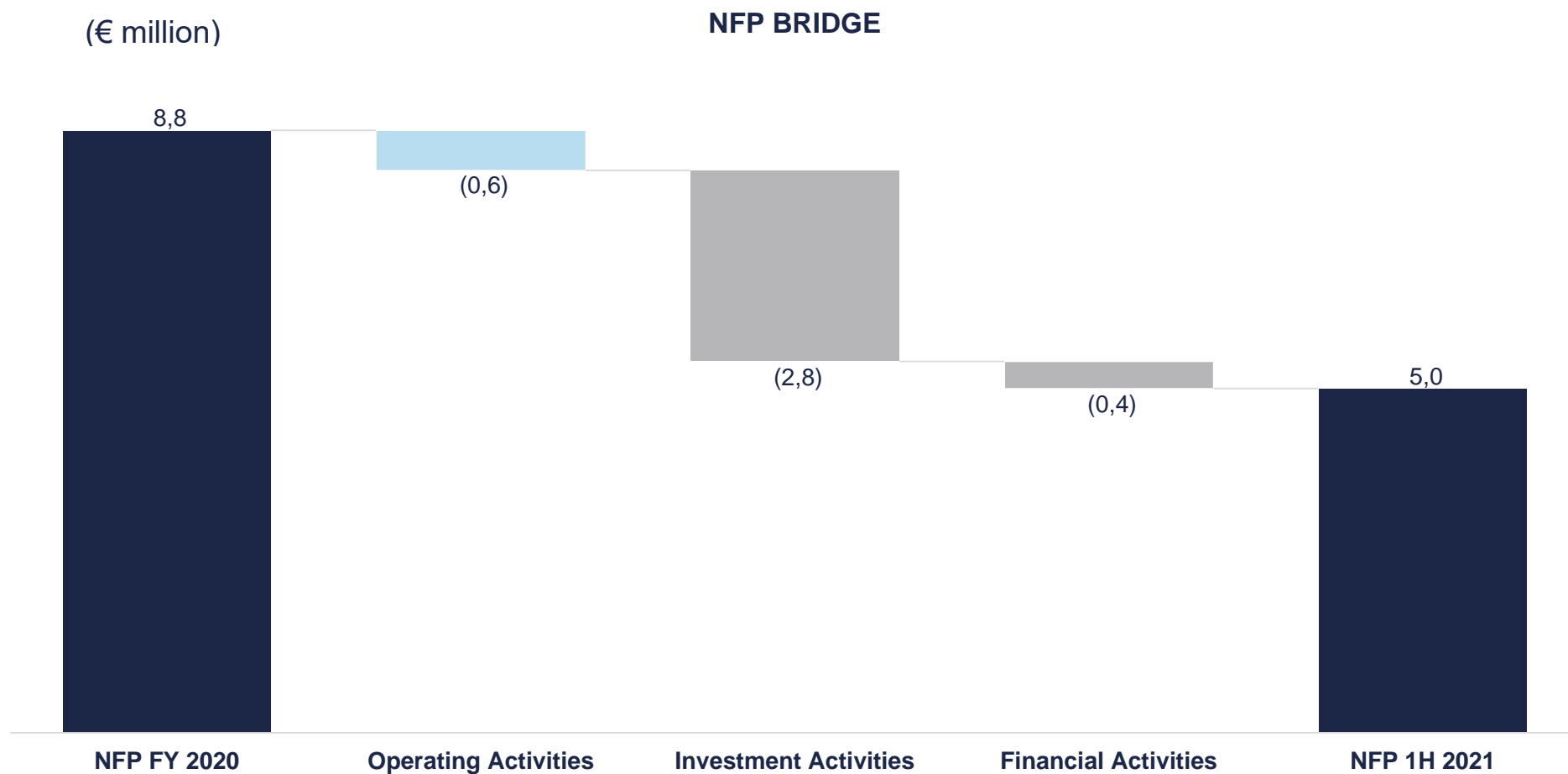
(€ 000)	1H 2021	1H 2020	%
Sales revenues	30,869	23,809	29.7%
Other revenues	247	729	-66.1%
Total Revenues	31,116	24,538	26.8%
Increase in fixed assets for internal work	-	-	-
Change in inventories	2,242	580	286.6%
Value of production	33,358	25,118	32.8%
Raw materials	(11,050)	(6,811)	62.2%
Cost of services	(10,933)	(9,082)	20.4%
Leases and rentals	(743)	(733)	1.5%
Personnel Expenses	(7,122)	(5,906)	20.6%
Other operating expenses	(110)	(94)	17.2%
EBITDA	3,400	2,492	36.4%
<i>EBITDA margin</i>	<i>10.9%</i>	<i>10.2%</i>	
D&A	(1,111)	(895)	24.1%
EBIT	2,289	1,597	43.3%
<i>EBIT margin</i>	<i>7.4%</i>	<i>6.5%</i>	
Net financial income	(58)	(61)	-3.6%
Value adjustments to net financial assets			
EBT	2,230	1,537	45.2%
Taxes	(743)	(230)	222.8%
Net income	1,487	1,306	13.8%

1H2021 Balance Sheet (Use and Sources)

(€ 000)	30-giu-21	31-dic-20
Fixed Assets	13.182,8	10.849,8
Warehouse	7.660,7	4.288,7
Trade Receivables	12.738,7	8.682,9
Other Receivables	2.103,6	2.059,5
Prepayments and accrued income	580,0	529,7
Working Capital	23.083,0	15.560,7
Trade Payables	(13.276,4)	(9.664,0)
Other Payables	(3.377,7)	(2.512,8)
Accrued expenses and deferred income	(348,3)	(155,1)
Net Working Capital	6.080,6	3.228,8
Funds	(2.050,1)	(1.923,3)
Net Invested Capital	17.213,3	12.155,3

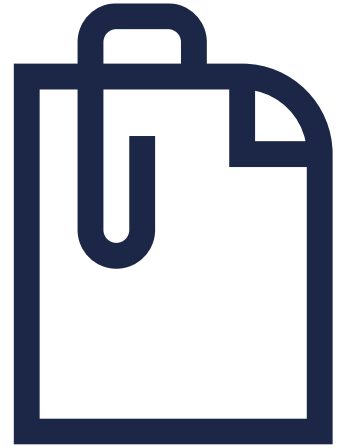
(€ 000)	30-giu-21	31-dic-20
Shareholders' Equity	22.206,4	20.931,5
Group Shareholders' Equity	21.076,2	18.932,2
Cash and Cash equivalents	(18.685,7)	(23.619,0)
Short term bank debt	2.815,0	2.096,3
Medium term financial debt	10.877,5	12.746,6
Bank Debt	13.692,6	14.842,8
Net Debt/(Cash)	(4.993,1)	(8.776,2)
Total Sources	17.213,3	12.155,3

NFP bridge



Notwithstanding the investment in Società Manifattura Tessile, **NFP as at 30 June 2021 shows an improvement (+ 27%)** compared to the NFP as at 30/6/2020 which reported a positive figure of € 3.9 M.

Appendix




1. Pattern overview

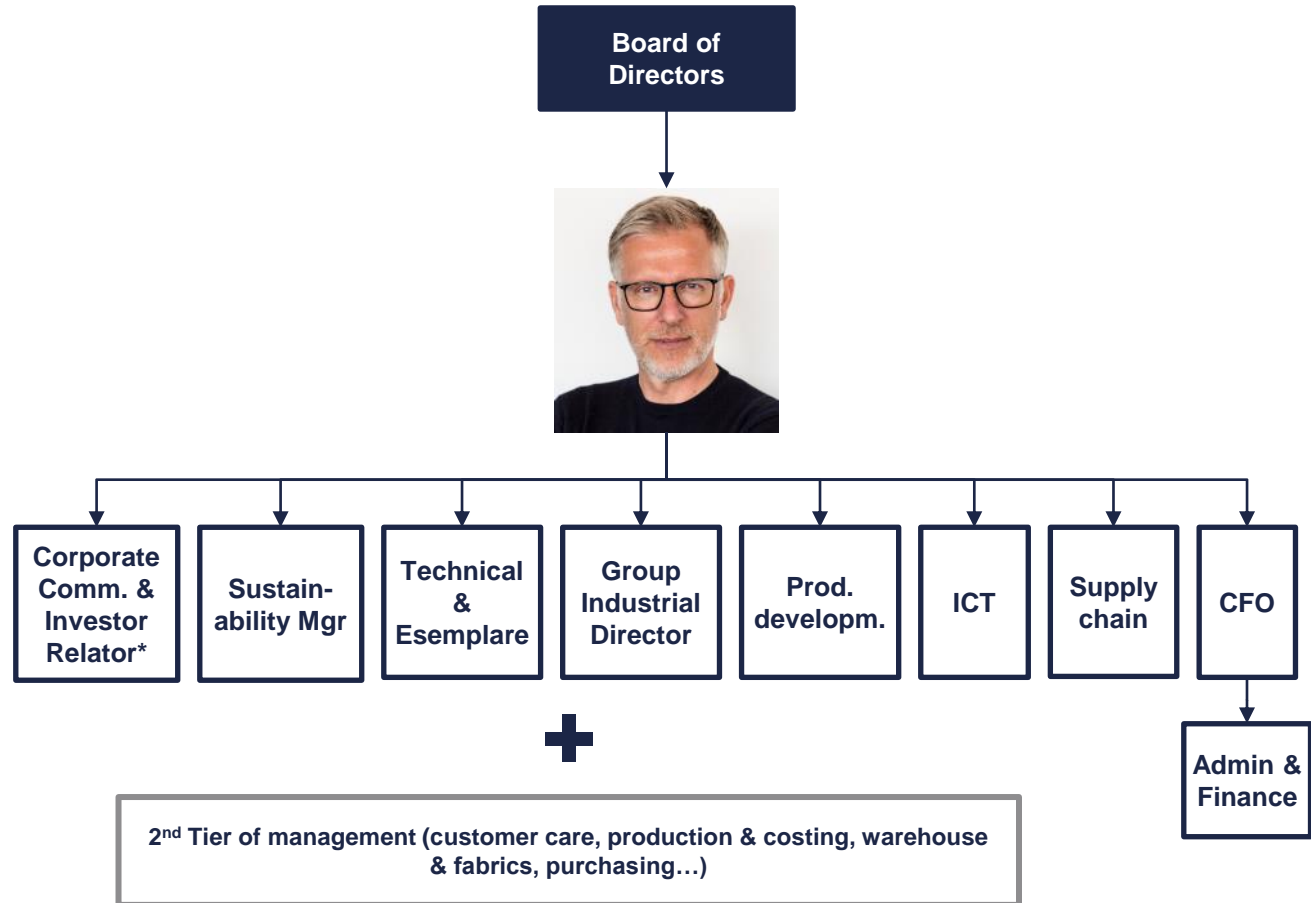


HR - Highly Experienced and Committed Management Team



F. Botto and F. Martorella, founders and owners, are **recognized and valued professionals among fashion industry**, having cooperated with some of the most **prestigious brands** (i.e. Armani, Valentino)

 The two have **rapidly built a team of highly skilled personnel** thanks to a constant knowledge sharing approach and internal training of staff which ensure protection and leverage of their heritage

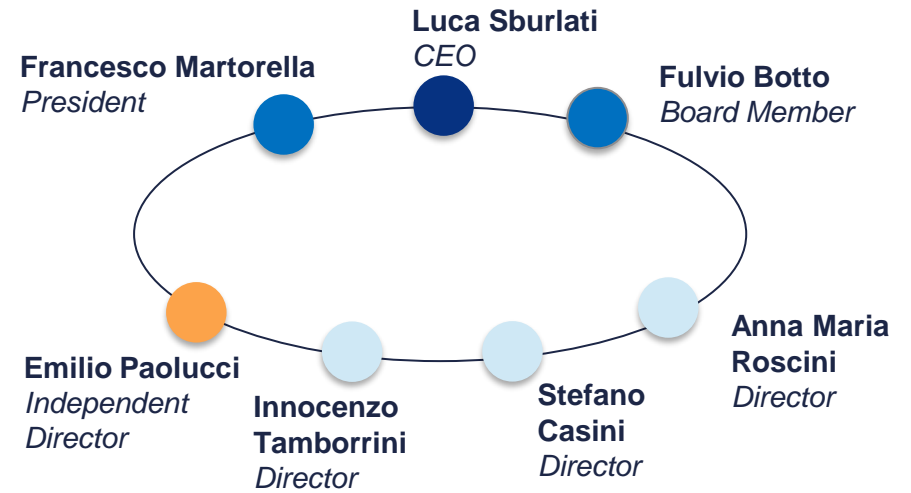


Sole player, in its competitive arena, to have adopted a modern management structure as a key competitive advantage

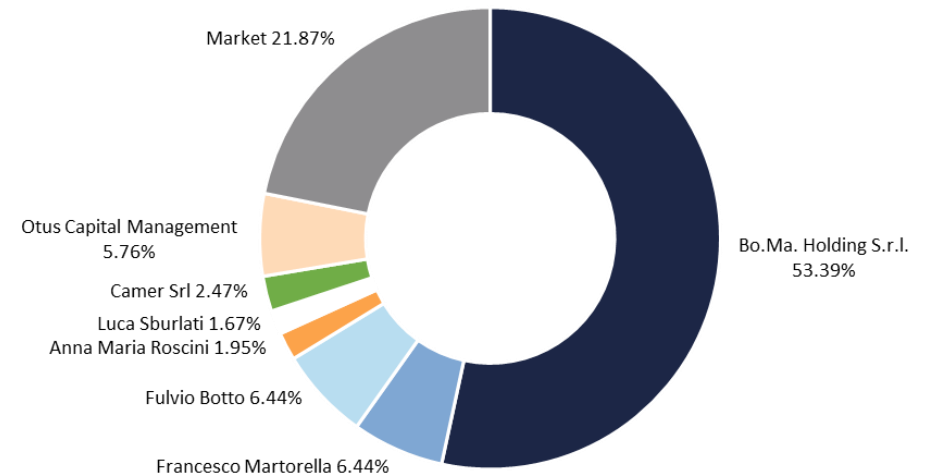
Corporate Governance



Board of Directors



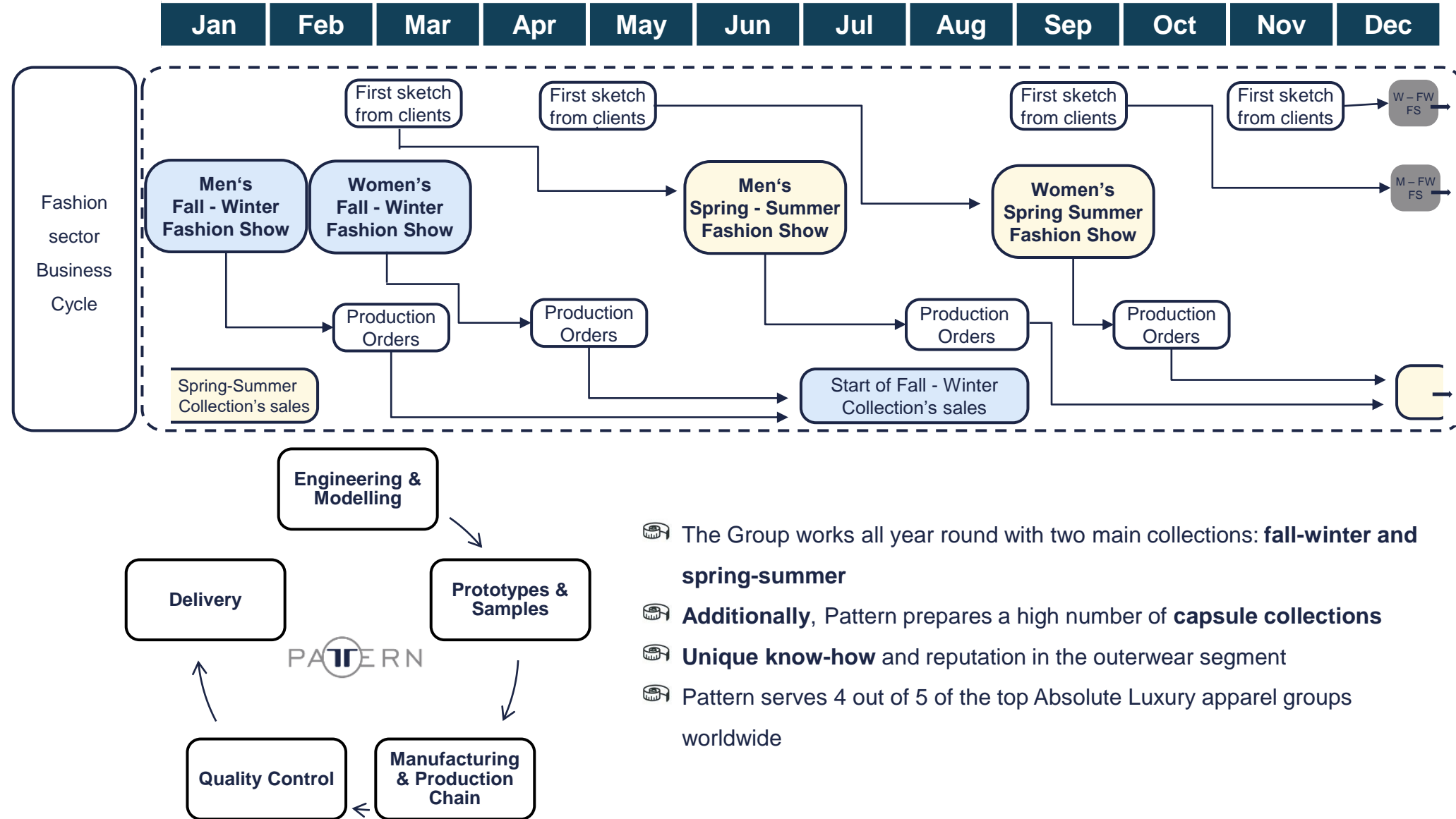
Shareholder Structure



2. Business and Values

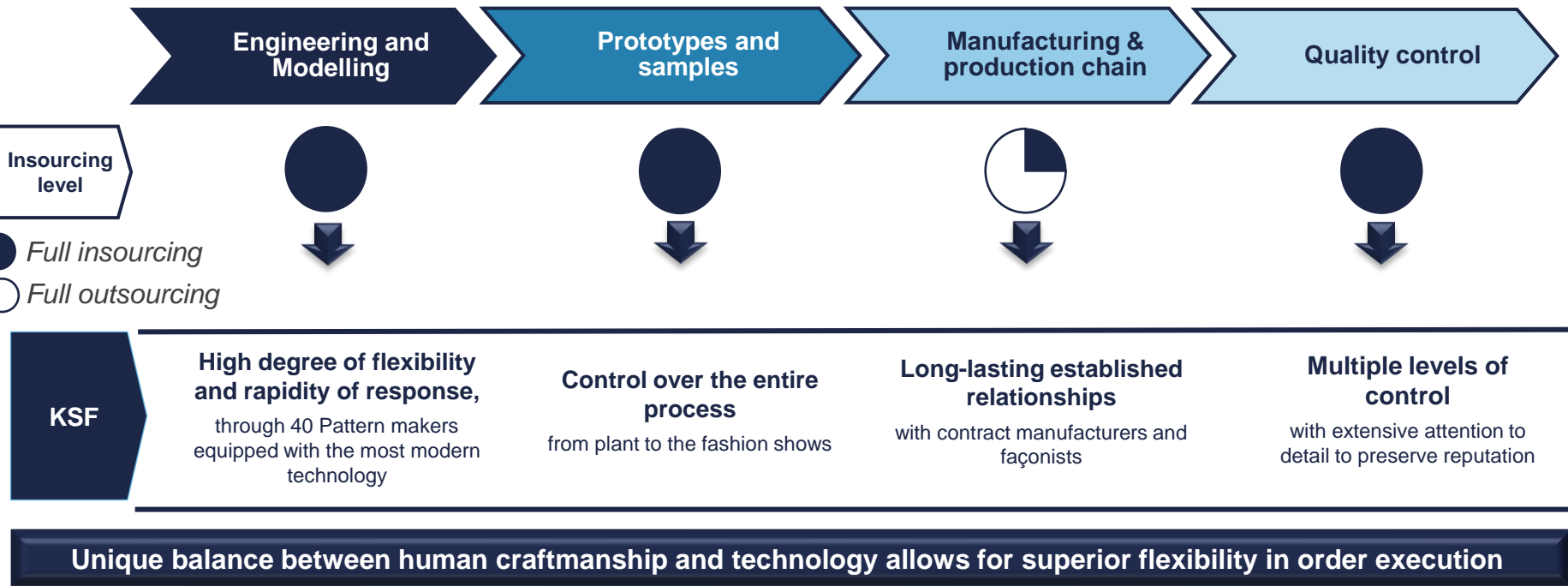


How the fashion sector works



- The Group works all year round with two main collections: **fall-winter** and **spring-summer**
- Additionally**, Pattern prepares a high number of **capsule collections**
- Unique know-how** and reputation in the outerwear segment
- Pattern serves 4 out of 5 of the top Absolute Luxury apparel groups worldwide

Pattern's business model



Competitive Advantages

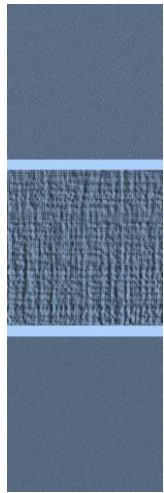
Quality	Flexibility	Speed	Reputation
Highest quality through technology, human resources and control of the supply chain	Flexible organizational structure with vertical integration	Superior time-to-market, thanks to newest technologies and proven procedures	20 years heritage of a fine-tuned business model for the luxury apparel industry

Pattern operates in a strategic stage of the process, the “Formula 1”

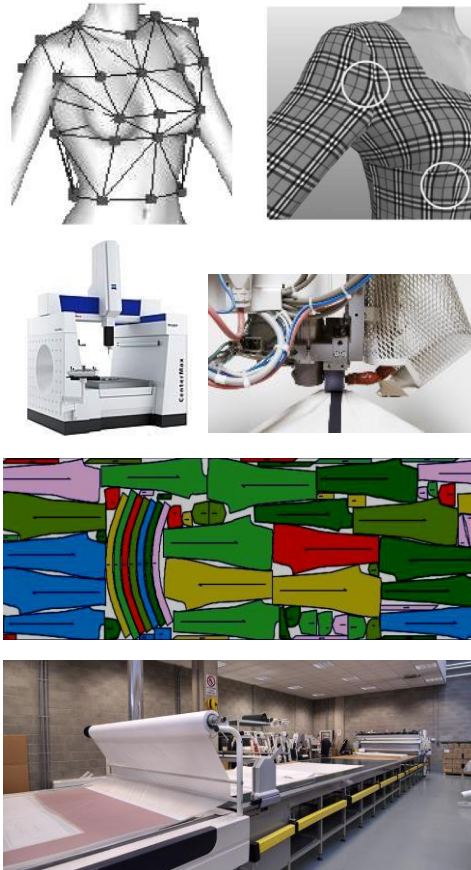
Pattern is fully integrated with Italy's Best Suppliers and *Façonists*

Suppliers


Selection of suppliers




Pattern / Project Engineering



Façonist / Contract Manufacturer

 Pre-production samples are prepared internally to allow clients to pre-verify



 The majority of production is carried out externally by *façonists*



 High fragmentation of minor suppliers

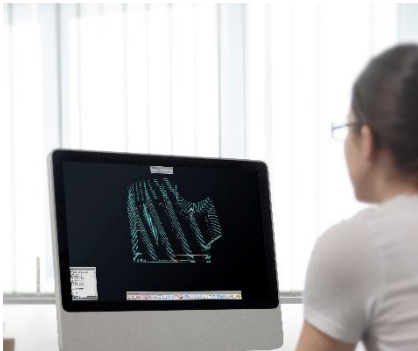
 Full control over the value chain by dictating own standards

Established partnerships with suppliers of certified raw materials, mainly located in Italy

Full control over the value chain through established long-term partnership with the key players of a highly polarized industry

Pattern's Key Business Values

Technology and R&D



Unique laborations

Human Resources

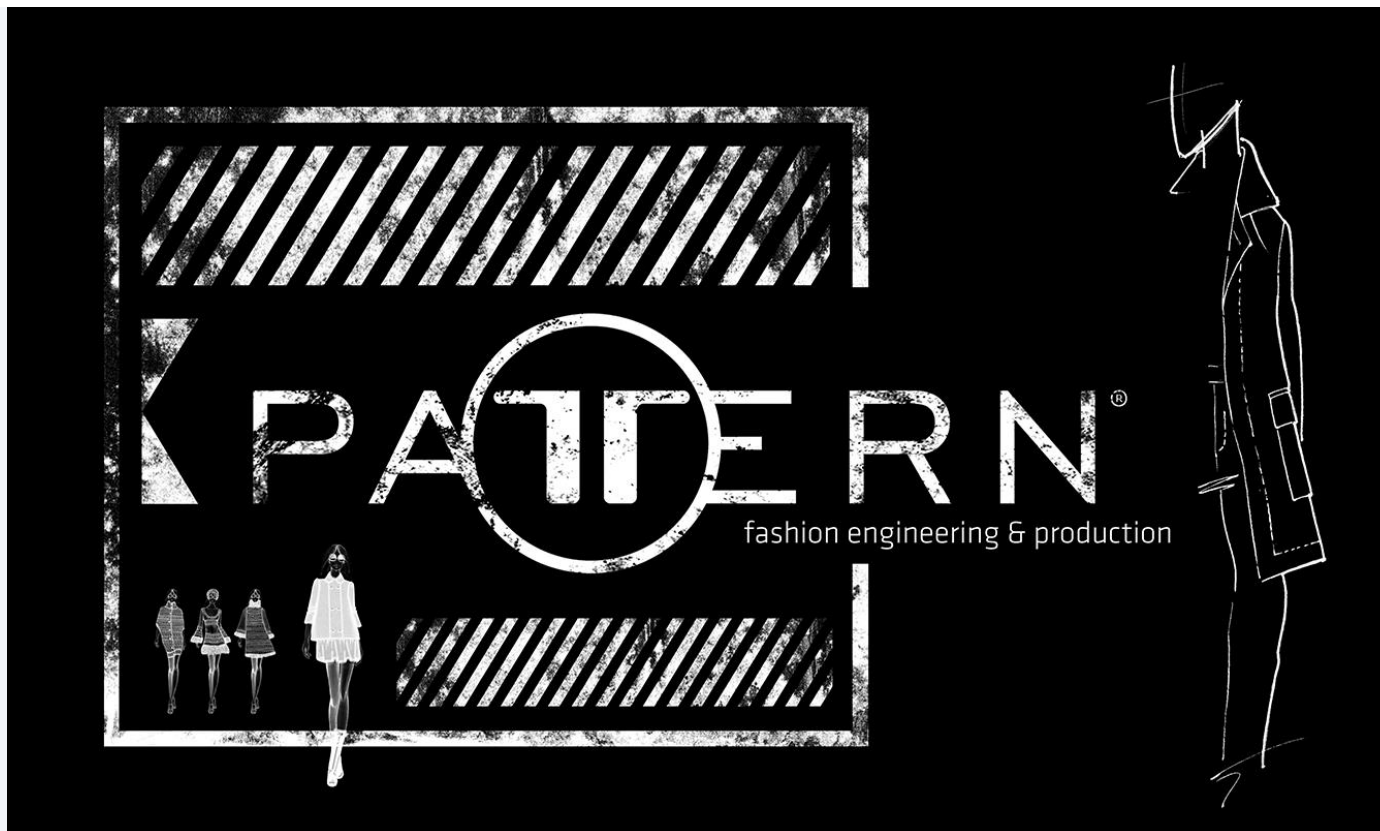


Quality assurance

Sustainability



Circular economy



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