

FIRST DAY OF TRADING ORDINARY SHARES ON THE AIM ITALIA MARKET

- **PATTERN IN THE FIRST DAY OF TRADING: CLOSED AT € 3.75 PER SHARE +15.4%**
- **TRADE VOLUME EQUAL TO 859,316 SHARES**

Turin, 17 July 2019 – **Pattern S.p.A (AIM:PTR)**, an Italian company among the most important operators in the **field of design, engineering, development, prototyping and production** of fashion lines for the most prestigious brands worldwide exclusively for the top luxury range, in the segment of fashion shows and main lines for men and women, announces that today the trading of its ordinary shares has begun on AIM Italia, a multilateral trading system organized and managed by Borsa Italiana S.p.A.

The shares closed the trading session at a price of € 3.75 with a significant increase of 15.4% compared to the offer price. Today, a total of n. 859,316 shares were traded for a total value of about € 3.14 million.

The total value of the placement was approximately € 11 million (at the offer price of € 3.25 per share). The share capital of the company following the placement is composed of n. 13,615,384 ordinary shares with no nominal value with a free float equal to approximately 24.86% (equal to 28.15% if the Greenshoe option is fully exercised).

At the end of today's trading session, the market capitalization of Pattern amounted to approximately € 51.1 million.

As part of the procedure for admission to trading on AIM Italia, **Pattern** is assisted by **Banca IMI (Gruppo Intesa SanPaolo)** as Global Coordinator, Specialist and Joint Bookrunner, by **CFO SIM** as Nominated Adviser and Joint Bookrunner, by **Gianni, Origoni, Grippo, Cappelli & Partners** as Issuer's Counsel, by **LCA Studio Legale** as bank counsel, by **PricewaterhouseCoopers** as statutory auditor, by **Ranalli & Associati** as fiscal advisor, and by **CDR Communication** as Investor Relations Consultant.

The ISIN (International Security Identification Number) assigned to the ordinary shares is IT0005378143 ticker PTR.

For the dissemination and storage of regulated information, the Company uses the 1INFO distribution system, managed by Computershare S.p.A. with registered office in Milan, via Lorenzo Mascheroni 19 and authorized by CONSOB.

About Pattern Group:

Pattern is a leading company in the design and production of fashion shows for the most important international luxury fashion brands. The company, which has more than tripled consolidated revenues in the last 6 years, now exceeding 40 million euros, is SA 8000 / Social Accountability certified, confirming the choice to invest in technologies, innovation and human resources. Since 2014 the company has also been the owner of the Esemplare brand dedicated to urbanwear and, in 2017, signed an agreement, which was then concluded in 2019, for the acquisition of Roscini Atelier Srl, a leader in modeling and production of the women's segment, to give further strength to a structured and integrated growth process.

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