N. 0E9C87C0 30/11/2025

Top Manager Reputation

The permanent observatory of top managers with the best online reputation certifies that:

Livio Proli

Chief Executive Officer of Missoni

is among the top100 managers with the best online reputation in Italy starting from **November 2023**

Best ranking position	101	42.04 on February 2024
Best position in the sector Fashion & Beauty	11	40.05 on December 2023

107

Ranking position 2024

40.98

Achieved the following results:

The permanent observatory Top Manager Reputation (www.en.topmanagers.it) monthly and analytically analyzes the web reputation of the top executives of the most important companies in the national landscape. Established in 2013 in partnership with Affari & Finanza of La Repubblica, and since October 2018 has become a monthly feature on L'Economia of Corriere della Sera. The analyzed database is composed of digital content detectable online. The ranking examines Web 1.0 channels (news and mentions), those on Web 2.0 (blogs, social networks) and the historical evolution, calculating for

each content the reputational contribution in both quantitative (volumes) and qualitative (values) terms.



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