



Company profile

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets.

The Group designs and manufactures its collections by blending stylistic, technical and industrial innovation with quality and skillful craftsmanship.

Research & Development and design have always been the Group's cornerstones: thanks to its constant experimentation with new materials and shapes, and to its specific skills and *savoir-faire*, Safilo sets the latest eyewear fashion trends worldwide and plays a key role in the global eyewear industry.

With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From **Research and Development** in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its six company-owned **production facilities** and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets the highest quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's well-established traditional wholesale **distribution** model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by **Direct-to-Consumer and Internet Pure Player sales platforms**, in line with the Group's development strategies.

Our brands

The Group's portfolio encompasses own core brands and licensed brands. For both categories, Safilo designs and manufactures collections of optical frames, sunglasses, sports eyewear, goggles and helmets that combine research with innovation and style to meet the expectations of the different brands, opticians and customers.

Safilo's **own core brands** are strategically crucial to the Group's development goals which is why, alongside those already part of its portfolio – the most significant being **Carrera**, **Polaroid** and **Smith** – there have recently been two great new additions through direct acquisitions – **Blenders Eyewear** and **Privé Revaux**.

The Group's **licensed brands** are among the leading and most diversified in the eyewear sector. A multitude of fashion houses turn to Safilo for their eyewear collections, recognizing the great expertise and knowledge that it has built over the years, its ability to best interpret and enhance every single brand's DNA, and the unique *savoir-faire* that enables it to create success stories in the eyewear industry.

With more than 30 brands, Safilo's portfolio covers all consumer segments: from **Fashion Luxury** – with Elie Saab, Fendi, Jimmy Choo, Givenchy, Isabel Marant, Boss, Missoni, Moschino and Safilo – to **Lifestyle** – with Carrera, David Beckham, Marc Jacobs, Levi's, Tommy Hilfiger, Tommy Jeans, Kate Spade, Banana Republic, Fossil, HUGO, Juicy Couture, Liz Claiborne, Love Moschino, M Missoni, Pierre Cardin, PORTS, rag&bone and Rebecca Minkoff – and **Sports & Outdoor** – with Smith and Under Armour – to the fast-growing **Mass Cool** segment – with Blenders, havaianas, Polaroid, Privé Revaux and Seventh Street.



From the origins to today

The Group's origins date back to 1934, when Guglielmo Tabacchi acquired the first Italian eyewear lens and frames production facility, which had been in business since 1878, in Calalzo di Cadore, Italy, and established S.A.F.I.L.O. (*Società Azionaria Fabbrica Italiana Lavorazione Occhiali*), the longest-standing eyewear manufacturer in the industry.

In 1996, American sports eyewear manufacturer Smith Sports Optics INC. and Austrian company Carrera Optyl joined the Group.

On December 9, 2005, Safilo Group S.p.A. was listed on the Italian Stock Exchange ("MTA") in Milan.

In 2009, HAL Holding N.V. – a Dutch investment firm wholly owned by HAL Trust, listed on Euronext Amsterdam Stock Exchange (Ticker symbol: HAL NA) – became the Group's new (and current) reference shareholder.

In 2012, the Group acquired Polaroid Eyewear, a leading company in optics and polarized lens technology and a global manufacturer and distributor of optical products.

In 2014, Safilo celebrated its 80th anniversary.

In April 2018, Angelo Trocchia was appointed CEO.

In January 2019, Safilo's reference shareholder Multibrands Italy B.V. (wholly owned by HAL Holding N.V.) increased its stake in the share capital to 49.8%, following the capital increase approved by the Shareholders' Meeting on October 29, 2018.

In 2020, the Group acquired Privé Revaux and Blenders Eyewear, two fast-growing digitally native American brands.

Key Facts

5215 employees worldwide

5 international design studios: Padua, Milan, New York, Hong Kong and Portland

6 wholly owned production facilities

3 main distribution centers: Padua, Denver (Colorado, USA) and Hong Kong

A wholly owned global network of subsidiaries in 40 countries and over 50 distribution partners in 70 countries

Approximately 100,000 selected points of sale reached all over the world

Over 140 years of manufacturing tradition in the eyewear industry



The parent company, Safilo Group S.p.A., is listed on the Italian Stock Exchange (“MTA”) organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2020, Safilo Group recorded net revenues for Euro 780.3 million.