



SAFILO OPENS NEW SUBSIDIARY IN WARSAW

Padua, November 22, 2021 – Safilo Group, a worldwide leader in the design, manufacturing, and distribution of optical frames and sunglasses, sports eyewear, goggles and helmets, is proud to announce the opening of its Polish subsidiary and dedicated showroom for customers in Warsaw. From January 1st, 2022, the subsidiary will offer high-level support and service to opticians, and present the Group’s prestigious own and licensed brand portfolio. The Polish subsidiary will be led by the Country Manager, Piotr Sztaborowski, and a team of local people with extensive expertise in the eyewear sector.

The opening of the new subsidiary is based on the potential of the Polish market, both from a product point of view, with a strong focus on optical frames, and from a consumer segment point of view, with a market potential in the Premium, Contemporary and Lifestyle segments of the market which have a strong fit with Safilo’s brand portfolio.

“The opening of the new subsidiary in Poland is part of our customer-centric approach with which we aim to increase our services by building a direct connection with the territory, as well as establishing loyal and long-term business relationships” - commented Angelo Trocchia, CEO of Safilo Group - “Having a local presence in Poland will reinforce and enlarge the distribution of our brands, as we have all the assets to meet the market expectations”.

Safilo’s services in terms of customer care and marketing support will cover both the physical and the digital sphere by guaranteeing a strong local presence thanks to its sales force in all regions of the country, and the implementation of the B2B platform You&Safilo.

About Safilo Group

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in 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. 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 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.

Safilo Group's portfolio encompasses own core brands: Carrera, Polaroid, Smith, Safilo, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Eyewear by David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Isabel Marant, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Rebecca Minkoff, Tommy Hilfiger, Tommy Jeans and Under Armour.

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.

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