



## **SAFILO ANNOUNCES A NEW STRATEGIC ORGANIZATION FOR NORTH AMERICA AND ITS SPORT DIVISION**

**Padua, June 12, 2023** – Safilo Group - one of the eyewear industry’s key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor eyewear, goggles and helmets - announces an evolution of its organization design. The aim is to support the implementation of the Group’s strategic plan with regards to continued business development in the core North American market, and the acceleration of its business in the Sport Channel.

Hence, **Francesco Rinaldi Ceroni** is appointed President of Safilo’s Global Sport Division, leveraging his expertise and knowledge of the sport segment, as well as his commitment to innovation and sustainability. Under his leadership Safilo aims to exploit Safilo’s strong portfolio of outdoor brands and capabilities across international markets, contributing to the Group’s medium-term ambition of a strong and sizeable sport channel which is expected to account for around 12% of its sales<sup>1</sup> by 2027.

Also, **Vittorio Verdun** joins Safilo as new President of the North American market. Verdun is a senior global executive with more than thirty years of experience including 13 years in the eyewear sector as a leader of cross- functional international teams in North America, working on business development and strategy for all channels.

*“We believe that our Global Sport Division creates important opportunities for us to proceed in our journey as a key player in the sector. We are thrilled that with Francesco Rinaldi Ceroni we have a strong leader of one of the core building blocks of our Group’s growth strategy. Furthermore, we welcome Vittorio Verdun as the President for the North American market. With*

*his wealth of experience, knowledge, and extensive skillset, he will optimally lead Safilo US and Canada,”* said **Angelo Trocchia**, CEO of Safilo Group.

*Notes to the press release*

<sup>1</sup> Net sales, excluding the business attributable to the supply contract with Kering Eyewear.

**Safilo Group**

Established in 1934 in Italy’s Veneto region, Safilo Group is one of the eyewear industry’s key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor 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 home brands: Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Chiara Ferragni, Dsquared2, Eyewear by David Beckham, Fossil, 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, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2022, Safilo Group recorded net revenues for Euro 1,076.7 million.

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