



SAFILO AND EASTMAN INTRODUCE TRITAN™ RENEW FOR POLARIZED LENSES THANKS TO TECHNICAL INNOVATION PARTNERSHIP

Padua, September 26, 2022 – 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 the introduction of Eastman Tritan™ Renew in its polarized lenses, becoming the first player in the market to adopt Tritan™ Renew Polarized lenses and have a bilateral collaboration with Eastman on technical innovation, unlocking new opportunities for the eyewear industry.

From August 2023 Tritan™ Renew Polarized lenses will be featured in Under Armour eyewear, one of Safilo’s licensed brands, and will be progressively rolled out across the Group’s broad brand portfolio of sunglasses, further asserting the Company’s business commitment to sustainability and its efforts to bring more recycled materials to the eyewear industry.

Tritan™ Renew polarized lenses development is the next chapter of continuous cooperation between Safilo and Eastman, a global materials provider and pioneer in molecular recycling.

Tritan™ Renew is part of a comprehensive range of sustainable materials now offered at scale by Eastman. This recent technical breakthrough allows Safilo to introduce a 50% certified recycled content* material in collections with polarized sunglass lenses while retaining the performance and quality standards expected in Safilo products.

“Our goal is to expand the use of sustainable materials as much as possible in order to progress in our sustainability journey”, declared Vladimiro Baldin, Chief Licensed Brand and Global Product Officer of Safilo Group. “After announcing that we are the first player in the eyewear industry to use all Eastman Renew materials, we couldn’t be more proud to be the first player to have a technical innovation partnership with Eastman which allows us to work together to offer a variety of differentiated options that meet our high standards for both design and sustainability”.

This collaboration is part of Safilo’s purpose-led strategy based on three sustainability pillars: planet, product, and people. Sustainability is at the core of Safilo’s business strategies and is based on developing projects and initiatives that can contribute to addressing the global challenges of tomorrow.

“We are proud to take this next step in our sustainability-based collaboration with Safilo and expand our work together to include technical innovation”, said Glenn Goldman, Commercial Director, Eastman Specialty Plastics. “The introduction of polarized sun lenses made from TR demonstrates both Safilo’s leadership on sustainability and the versatility of Tritan™ Renew as a sustainable solution for all types of sun lenses”.

Safilo and Eastman began their successful collaboration in March 2021 with the introduction of the Eastman Tritan™ Renew and Eastman Acetate Renew in the Spring Summer Collection 2022 of Safilo’s proprietary brand Polaroid. In July 2022, Safilo announced the introduction of Eastman Tenite™ Renew in its collections launching January 2023.

**The recycled content is achieved by allocating the recycled waste plastic to Eastman Renew materials using a mass balance process certified by ISCC*

About 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 own core 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, 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 2021, Safilo Group recorded net revenues for Euro 969.6 million.

About Eastman

Founded in 1920, Eastman is a global specialty materials company that produces a broad range of products found in items people use every day. With the purpose of enhancing the quality of life in a material way, Eastman works with customers to deliver innovative products and solutions while maintaining a commitment to safety and sustainability. The company's innovation-driven growth model takes advantage of world-class technology platforms, deep customer engagement, and differentiated application development to grow its leading positions in attractive end-markets such as transportation, building and construction, and consumables. As a globally inclusive and diverse company, Eastman employs approximately 14,000 people around the world and serves customers in more than 100 countries. The company had 2021 revenues of approximately \$10.5 billion and is headquartered in Kingsport, Tennessee, USA. For more information about Eastman's sustainability journey, visit eastman.eco.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante

Ph. +39 049 6985766

<https://www.safilogroup.com/en/investors>

Safilo Group Press Office

Elena Todisco

elena.todisco@safilo.com

Mob. +39 339 1919562

Barabino&Partners S.p.A.

Pietro Cavallera

p.cavallera@barabino.it

Ph. +39 02 72023535

Mob. +39 338 9350534

Eastman Press Office

Jacob Teetzmann

jteetzmann@tombras.com

+1 (423) 494.3673