



SAFILO TO ATTEND FIRST DIGITAL EDITION OF MIDO TRADE SHOW

Padua, June 4, 2021 – Safilo, one of the leading players in the design, manufacturing, and distribution of optical frames, sunglasses, sports eyewear, goggles and helmets, will take part in the **first digital edition of MIDO**, the largest international trade fair in the eyewear industry, on June 5-7th, 2021.

Thanks to its dedicated digital platform, the trade fair's new format will guarantee an **innovative experience**, reaching a vast and diverse audience.

MIDO's 2021 edition is in line with **Safilo's digital transformation strategy**. During the event, Safilo will virtually present its latest news on digital transformation and sustainability – including innovative projects such as the special edition sunglasses in recycled plastics made in partnership with The Ocean Cleanup – on top of the latest updates of interest for its customers.

The digital event will be an immersive experience for visitors thanks to videos of Safilo's showrooms and a special focus on its manufacturing processes and its 140 years of manufacturing tradition.

Safilo's contents will be available 24/7 for the entire duration of the trade show.

About Safilo Group

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. 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, David Beckham, Elie Saab, Fendi, 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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