



**SAFILO CONTINUES TO INVEST IN ITS DIGITAL JOURNEY AND CREATES A PARTNERSHIP WITH SPAARKLY, AN INNOVATIVE START-UP SPECIALIZED IN AUGMENTED REALITY**

**Padua – February 2, 2024** - 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 – has signed an agreement for the acquisition of a minority stake in Spaarkly – a digitally native company that specializes in developing innovative e-commerce solutions using augmented reality technologies.

The collaboration with Spaarkly began in December 2022 when Safilo launched Polaroid’s new “Instant Try-on” experience, allowing everyone to virtually and instantly try the new Polaroid collection. By simply scanning a QR code with a smartphone, users are offered a fast, immersive, and enjoyable purchasing experience that links virtual and physical media touchpoints.

Since then, Safilo has been using Spaarkly’s ARshades, a complete suite of software and services for virtual eyewear try-on, to enhance above all Polaroid and Carrera’s ecommerce websites.

*“We are proud to strengthen our partnership with Sparkly, an innovative start-up specialized in augmented reality and the development of solutions for e-commerce. This partnership aims to leverage Spaarkly’s capabilities, bringing to the market increasingly advanced AR solutions and other disruptive, cutting edge products. In line with our digital transformation strategy we want to keep looking for “sparkling” solutions, which can enhance and support the development of our DTC and BTB channels, offering final consumers and clients alike new shopping experiences and selling opportunities.”* Declared Angelo Trocchia, Safilo Group CEO.

### **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 home brands: Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Dsquared2, Etro, Eyewear by David Beckham, Fossil, havaianas, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Stuart Weitzman, 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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