



SAFILO LAUNCHES NEW CORPORATE WEBSITE

Padua, May 25, 2021 – Safilo presents the new graphic design of its corporate website, completely redesigned and built with the aim of improving the interaction with all its stakeholders – clients, investors, consumers, new talents, suppliers and local communities – and, at the same time, spotlighting the values most dear to the Company: craftsmanship, innovation in technology and materials, product excellence, respect for the environment and sustainability.

In the new site, designed to make navigation easier and offer information in a clear and immediate way to all visitors, content is organized by areas (About Us, Product, Sustainability, Governance, Investors, People, Media, Customers) and enriched with images, data and infographics, transitioning from purely functional information to a truly emotive experience.

“Our new website aims to be a representative showcase of Safilo's essence and mission. It is designed to meet two essential imperatives: provide information that meets the expectations of our visitors, and share the unique spirit of the Group”, commented Angelo Trocchia, CEO of Safilo Group. *“We wanted to create a modern platform, able to better illustrate our corporate identity to all our stakeholders, but also ready to reaffirm Safilo's historical propensity towards innovation, in all fields. For a company that has been a leading player of the industry for over 140 years, today more than ever in continuous evolution and projected towards a future of development and innovation, it is essential to have a communication and dialogue tool likely to create engagement and resonate with our audiences.”*

The new corporate website is one of the milestones of Safilo's digital transformation, which also includes the launch of the new business-to-business platform, which took place last year throughout Europe, and the adoption of a new CRM platform (Customer Relationship Management), demonstrating how offering high levels of service, from the initial transaction to after-sales, and customer satisfaction are a fundamental priority for the Company.

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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