



## **GROUP BUSINESS PLAN 2020-2024**

*December 11, 2019*



A close-up, slightly blurred background image of a man and a woman. The man on the left is wearing dark sunglasses and has a beard. The woman on the right is wearing thin-rimmed glasses and has long dark hair. They are both looking towards the camera.

## DISCLAIMER

This presentation may contain forward looking statements based on current expectations and projects of the Group in relation to future events. Due to their specific nature, these statements are subject to inherent risks and uncertainties, as they depend on certain circumstances and facts, most of which being beyond the control of the Group. Therefore actual results could differ, even to a significant extent, with respect to those reported in the statements.



# TODAY AGENDA

## AN ATTRACTIVE EYEWEAR INDUSTRY

Safilo 2018-2019 Achievements

Our Roadmap to 2024

Financial Targets

# AN ATTRACTIVE EYEWEAR INDUSTRY WITH CLEAR GROWTH DRIVERS



## EYEWEAR MARKET SALES

(retail value in Euro billion and CAGR 2018-23)

### Demographics

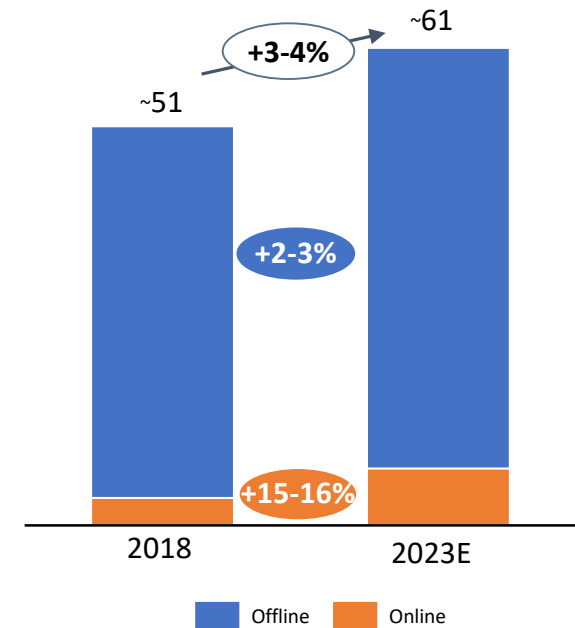
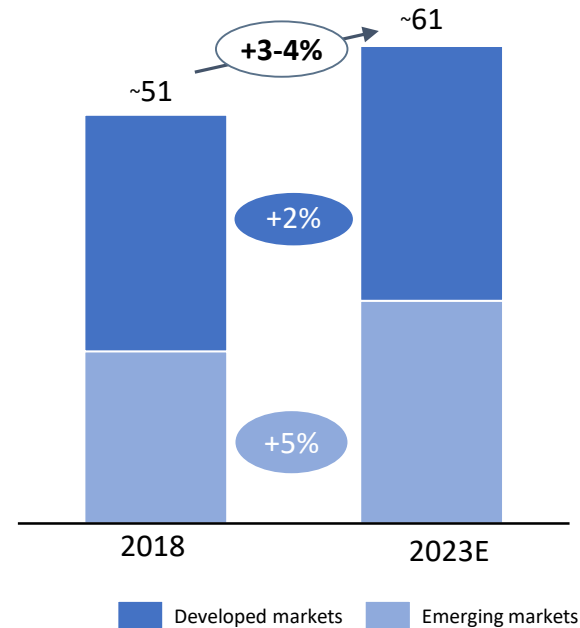
>2bn people in need of eyecare solution

### Consumer behavior

Impact of millennials

### Channels

Digital overgrowing



Source: Euromonitor International data; BCG analysis; Safilo estimates

# AN ATTRACTIVE EYEWEAR INDUSTRY WITH CLEAR GROWTH DRIVERS

Channels  
Digital overgrowing



## EYEWEAR ONLINE SALES

(retail value and % incidence on Total Eyewear Sales)



**Digital channels** represent today around 7% of total eyewear sales, **growing fast**, with online platforms/multi brand websites and specialist players leading the growth. **Omni-channel** becomes **more and more important**

