

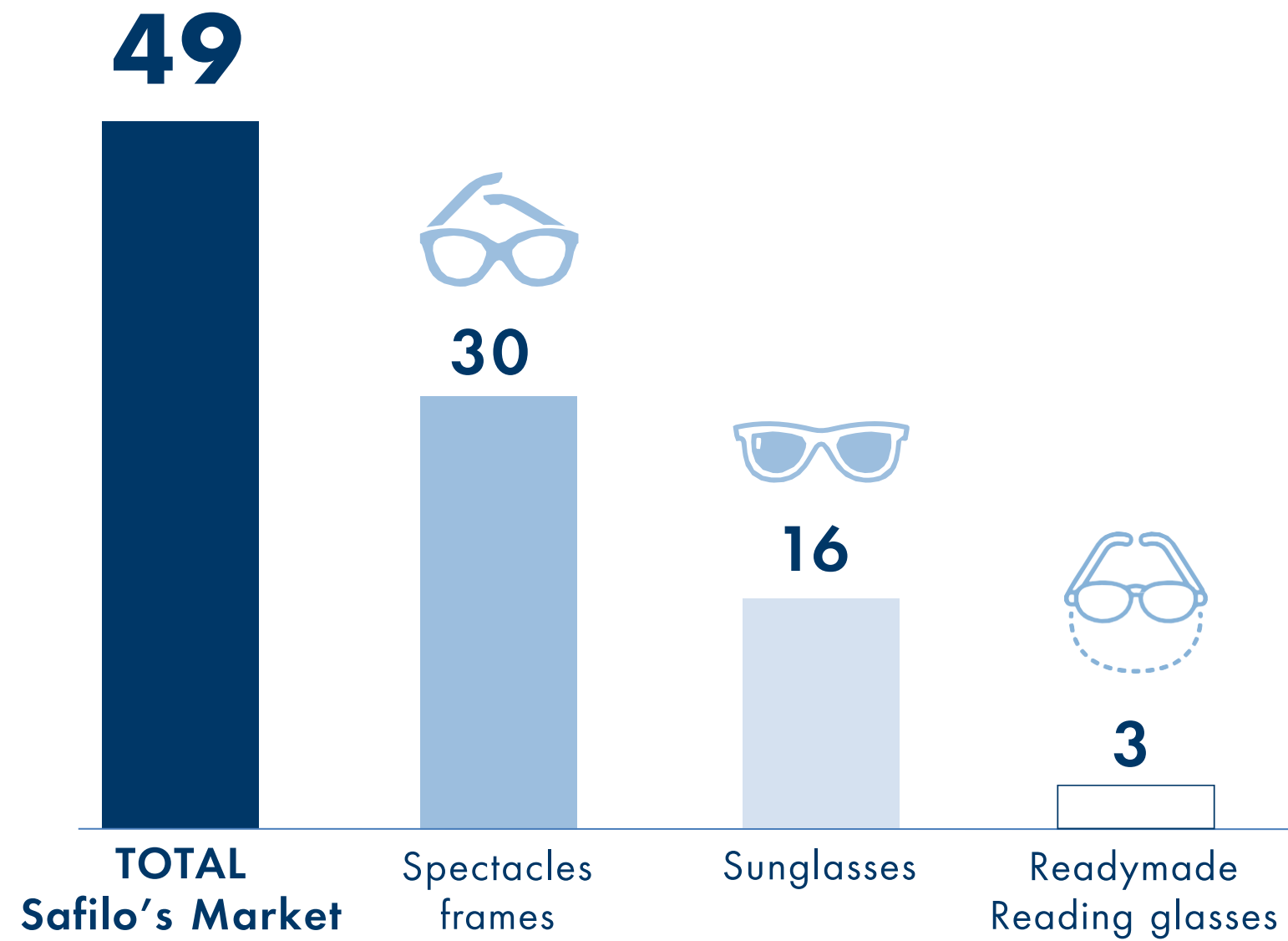
The

EYEWEAR SECTOR

WHERE WE PLAY

Retail value of eyewear market, 2021, €B

THE EYEWEAR SECTOR



SAFILO'S MARKETPLACE

CAGR

PRE COVID
(16-19)

~ +4%

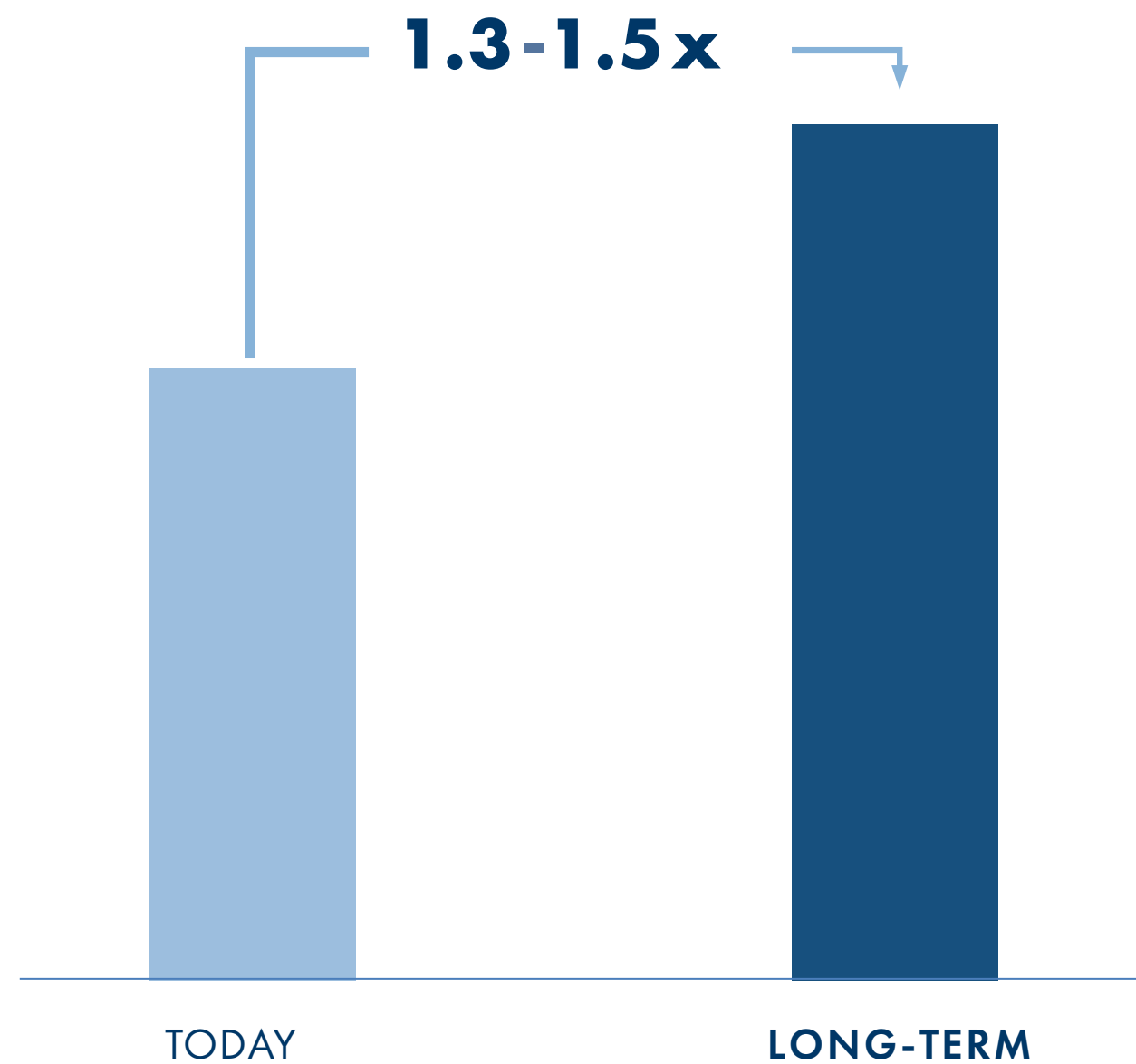
POST COVID
(23-27E)

~ +3%

WHERE WE PLAY

Eyewear market size in the long-term

THE EYEWEAR SECTOR



Source: Management's estimates

DEMOGRAPHICS

- Ageing population
- Increasing incidence of myopia

LIFESTYLE CHANGES

- Use of digital devices increasing risk of blue light damage
- Higher awareness of importance of sun protection against UV light

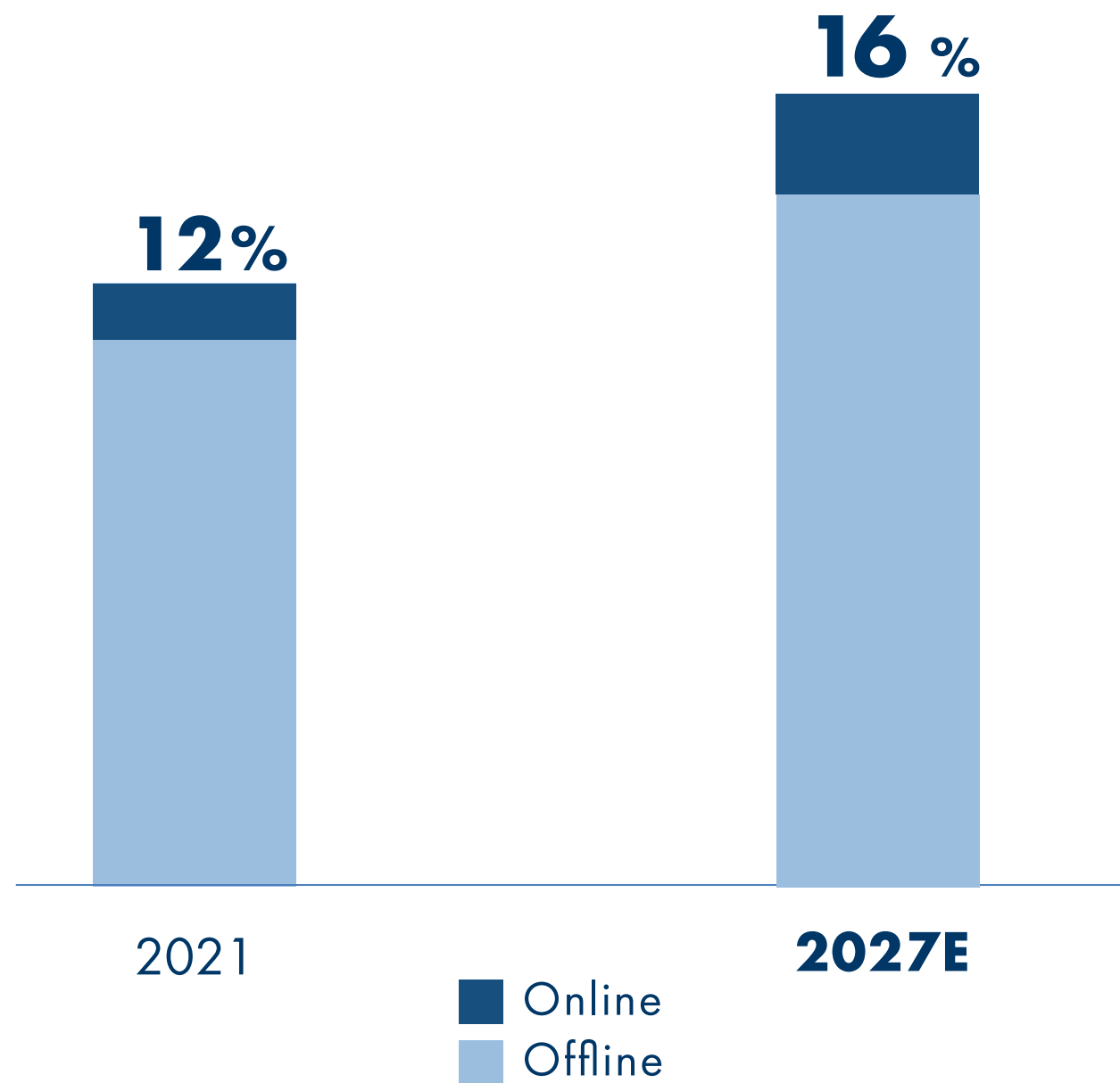
PREMIUMIZATION

- Eyewear as a relevant accessory in the fashion world

WHERE WE PLAY

DIGITAL

THE EYEWEAR SECTOR



ONLINE TO CONTINUE TO GROW
FASTER OVER COMING YEARS

CAGR

ONLINE

Low
double digits

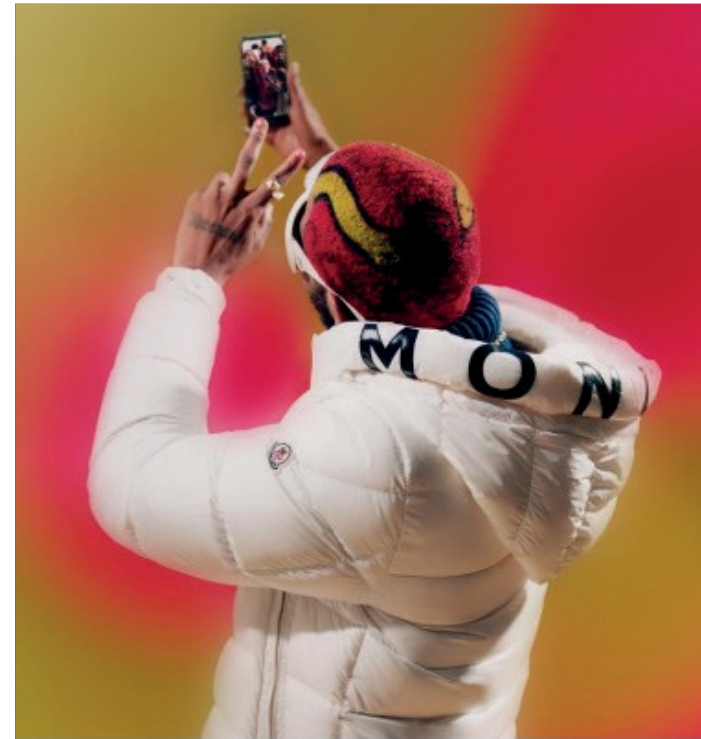
OFFLINE

Low
single digits

WHERE WE PLAY

A NEW CONSUMER

THE EYEWEAR SECTOR



The Attention Economy World.

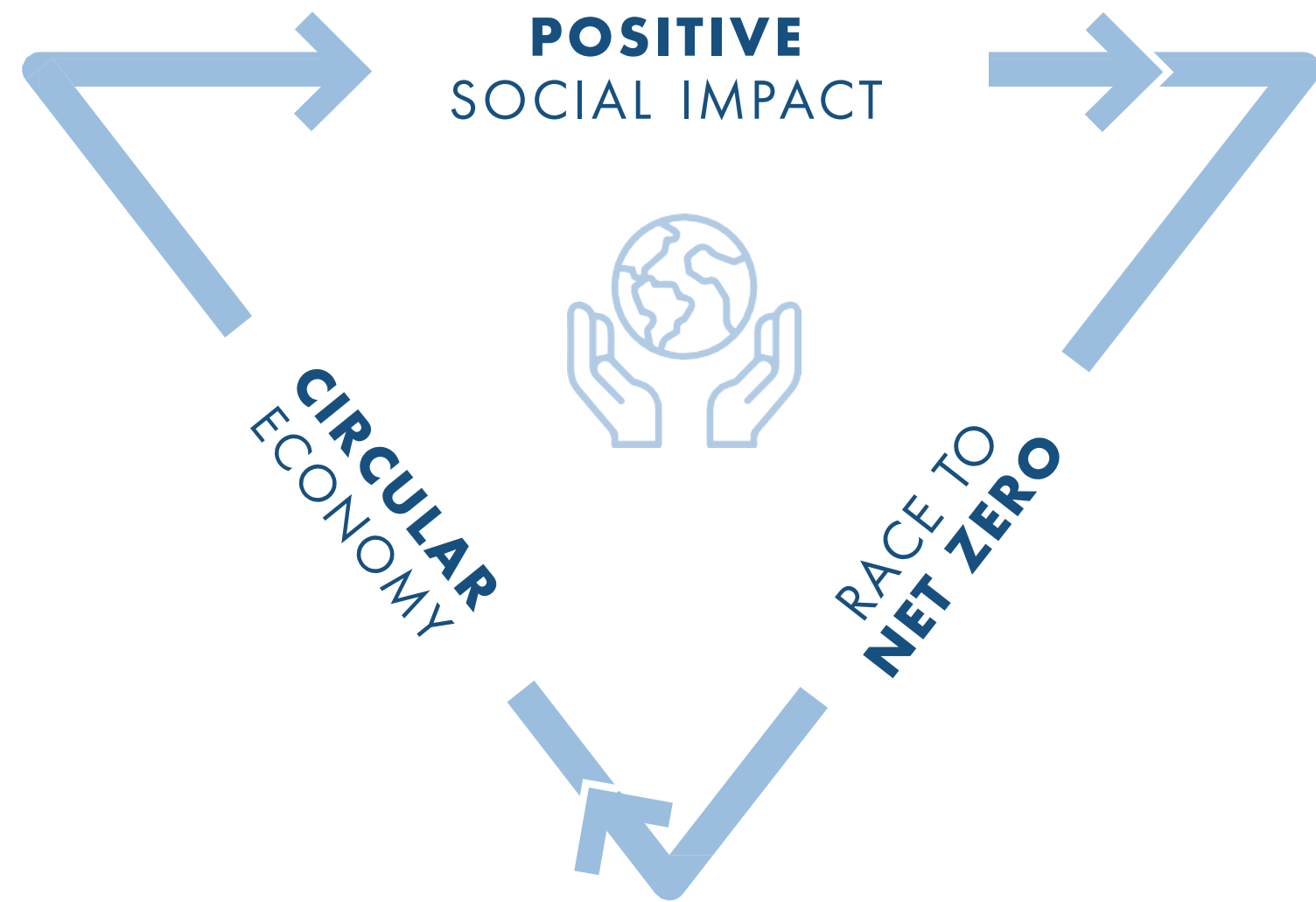
BY 2030, GEN Z WILL MAKE UP THE LARGEST CONSUMER SEGMENT WORLDWIDE

Young, wealthy consumers value:

- Something crafted
- Unique
- Sustainable
- Experiential

WHERE WE PLAY

SUSTAINABILITY



THE EYEWEAR SECTOR

No longer a nice-to-have but a must-have

Consumers are keen to make the switch to a trend that's here to stay