



LAUNCH OF SAFILO GROUP S.P.A. SHARE PURCHASE PROGRAMME

Padua – June 28, 2024 - Safilo S.p.A. a subsidiary of Safilo Group S.p.A., announces, as per the authorization granted by the Shareholders' Meeting held on 24 April 2024, that has engaged Kepler Cheuvreux, as qualified third-party broker, to launch, starting from 1 July 2024 - in full independence, also in relation to the timing of any single transactions and in compliance with the applicable legislation and the provisions of the meeting resolution - the Safilo Group S.p.A. share (the "Shares") purchase program pursuant to art. 5 of Regulation (EU) no. 596/2014 and Delegated Regulation (EU) no. 1052/2016 (the "Programme") on behalf of the Company.

The Programme has the following features:

Purposes of the Programme

The Programme is aimed at the purchase of Shares to be used to service the 2023-2025 Stock Option Plan of Safilo Group S.p.A. and Safilo S.p.A. approved by the ordinary meeting of Safilo Group S.p.A. on 27 April 2023 as well as any stock incentive plans that may be approved in the future.

Maximum number of shares and the maximum amount in cash allocated to the Programme

The purchase of the Programme may concern a maximum of n. 11,000,000 Shares, equal to approximately 2.7% of the Shares currently issued, for a total expenditure up to Euro 14 million. Please note that the number of Shares covered by the Programme represents a portion of the total number of Shares, equal to a maximum of n. 16,000,000 Shares (approximately 3.9% of the Shares currently issued), authorized for purchase by the Shareholders' Meeting of Safilo S.p.A. on 24 April 2024.

Minimum and maximum price

The purchase price of each Share (i) shall be not lower or higher of more than 10% of the reference price (*prezzo di riferimento*) of the Share on *Euronext Milan* on the trading day preceding the relevant date of purchase and (ii) shall not be greater than the higher of the price of the last independent trade and the highest current independent bid on *Euronext Milan* at the time the purchase is carried out.

Duration of the Programme

The purchases will start on 1 July 2024 and end on December 31, 2024.

Procedures according to which the purchases may be made

Purchases of Shares under the Programme will be made on the regulated Euronext Milan market, organized and managed by Borsa Italiana S.p.A., in compliance with current legislation and, in particular, Article 132 of Legislative Decree no. 58/1998, Article 144-bis and 144-bis.1 of Consob Regulation no. 11971/1999 and the community and national legislation on market abuse in force from time to time (including Article 5 of Regulation (EU) no. 596/2014 as well as the applicable provisions of Delegated Regulation (EU) no. 1052/ 2016). As indicated above, purchases will be made by Kepler Cheuvreux, as an independent intermediary.

Any subsequent changes to the terms and conditions of the Programme will be promptly disclosed to the public in accordance with current legislation. Furthermore, the transactions carried out during the execution of the Programme and the related details will be communicated to the market in accordance with applicable legislation.

Finally, it should be noted that as of the date of this press release, Safilo Group S.p.A., including through subsidiaries, does not hold treasury shares.

For further details please refer to the press release dated 24 April 2024 and available on the website www.safilogroup.com at the Section “*Investors*”.

About Safilo Group

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

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 high 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. The perpetual license Eyewear by David Beckham. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Dsquared2, Etro, 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 2023, Safilo Group recorded net revenues for Euro 1,024.7 million.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante

barbara.ferrante@safilo.com

Ph. +39 049 6985766

<https://www.safilogroup.com/en/investors>

Safilo Group Press Office

Elena Todisco

elena.todisco@safilo.com

Mob. +39 339 1919562

Barabino&Partners S.p.A.

Pietro Cavallera

p.cavallera@barabino.it

Ph. +39 02 72023535

Mob. +39 338 9350534