



### *Company profile*

Safilo is a **global player in the eyewear industry** that, for over **90 years**, has been creating, producing, and distributing 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 the entire production and distribution chain. From Research and Development in its 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. With a network of subsidiaries in 40 countries and more than 50 partners in 70 countries, Safilo's distribution model reaches approximately 100,000 selected points of sale worldwide, including eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores.

Safilo's innovative approach takes shape in a digital transformation strategy aimed at improving the relationship with customers and stakeholders in general.

A significant innovation was the introduction of smart and efficient customer-oriented B2B and B2C platforms specially focused on digital sales channels and designed to integrate and complement the traditional, well-established wholesale model. But also advanced Data Analysis tools, which help spot trends more effectively and optimize workflow when developing collections.

Even an innovative global player like Amazon has chosen Safilo to design the new Carrera Smart Glasses with Alexa. In September 2023, the two companies announced the launch of this next-generation product that blends Safilo's Italian design with Alexa technology into two iconic and innovative frames. With open-ear audio technology, the new Smart Glasses direct sound to the ears without covering them, while minimizing what others around can hear. Available on the US market, Carrera Smart Glasses combine Safilo's well-established



SEE THE WORLD AT ITS BEST

traditional distribution strategy with Amazon's amazing online distribution.



## **Our brands**

The Group's portfolio encompasses home brands and licensed brands.

Safilo's **home brands** are strategically crucial to the Group's development goals. The main ones are:

**Carrera, Smith, Polaroid, and Blenders Eyewear.**

In May 2024, **Eyewear by David Beckham** became a **perpetual license**, securing one of the most successful eyewear brands of recent years in Safilo's portfolio and marking another milestone within Group's strategy.

The Group's **licensed brands** are among the leading and most diversified brands in the eyewear sector. A multitude of fashion houses turn to Safilo for their eyewear collections, recognizing the great expertise and knowledge that it has built over the years, its ability to best interpret and enhance every single brand's DNA, and the unique *savoir-faire* that enables it to create success stories in the eyewear industry.

Between 2023 and early 2024, Safilo signed the renewal of its partnerships with its key licensed brands – kate spade new york, Tommy Hilfiger, Juicy Couture, Fossil, BOSS, HUGO, Moschino, Levi's, Missoni and Marc Jacobs – obtaining **unprecedented visibility for approximately 6 years**.

In 2023, it also signed two new license agreements with Etro and Stuart Weitzman.

With more than 30 brands, Safilo covers all the consumer segments: from **Fashion Luxury** – with Boss, Carolina Herrera, Etro, Isabel Marant, Missoni, Moschino, PORTS – to **Lifestyle** – with Carrera, Dsquared2, Eyewear by David Beckham, Marc Jacobs, Levi's, Tommy Hilfiger, Tommy Jeans, Kate Spade New York, Kurt Geiger, Fossil, HUGO, Juicy Couture, Liz Claiborne, Love Moschino, Pierre Cardin, and Stuart Weitzman – and **Sports & Outdoor** – with Smith and Under Armour – up to **Mass Cool** – with Blenders, Polaroid, Privé Revaux and Seventh Street.



## **From origins to today**

The Group's origins date back to 1934, when Guglielmo Tabacchi purchased the first Italian eyewear lens and frames manufacturing facility, which had been in the business since 1878, in Calalzo di Cadore, Italy, and established S.A.F.I.L.O. (*Società Azionaria Fabbrica Italiana Lavorazione Occhiali*), the longest-standing eyewear manufacturer in the industry.

In 1970, Safilo patented the Elasta hinge and launched the new UFO sunglasses.

In 1996, American sports eyewear manufacturer Smith Sports Optics INC. and Austrian company Carrera Optyl joined the Group.

On December 9, 2005, Safilo Group S.p.A. was listed on the Italian Electronic Stock Exchange ("MTA") in Milan.

In 2009, HAL Holding N.V., a Dutch investment firm wholly owned by HAL Trust, and listed on Euronext Amsterdam Stock Exchange (Ticker symbol: HAL NA), became Safilo Group's new reference shareholder.

In 2012, the Group acquired Polaroid Eyewear, a leading company in optics and polarized lens technology and a global manufacturer and distributor of optical products.

In 2020, the Group acquired Privé Revaux and Blenders Eyewear, which is a digitally-native Californian brand that generates most of its business on the direct-to-consumer e-commerce platform.

In 2022, Safilo joined The Fashion Pact, wishing to take joint action to curb the environmental impact by focusing on three areas: stopping global warming, restoring biodiversity and protecting the oceans.

In 2023, Safilo presented the Group's Business Plan and set its sustainability targets, including short-term Science Based targets, validated by the Science Based Targets initiative (SBTi) in February 2024. The Group launched with Amazon the new Carrera Smart Glasses with Alexa.

In 2024, Safilo celebrated its 90<sup>th</sup> anniversary, 90 years of excellence and innovation. Two



SEE THE WORLD AT ITS BEST

distinctive traits that gave origin to the first real global player in the eyewear sector. In May, the Group signed a perpetual license agreement for Eyewear by David Beckham.



## **Key Facts**

3828 employees worldwide

5 international design studios: Padua, Milan, New York, Hong Kong and

Portland 4 wholly owned production facilities

3 main distribution centers: Padua, Denver (Colorado, USA) and Hong Kong

A wholly owned global network of subsidiaries in 40 countries and over 50 distribution partners in 70 countries

Approximately 100,000 selected points of sale all over the

world Over 145 years of long-lasting tradition in the eyewear

industry

The parent company Safilo Group S.p.A. is listed on 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.