



## **SAFILO LAUNCHES THE “DIGITAL FORCE” EXCELLENCE CENTER IN PARTNERSHIP WITH DOT**

### **Safilo continues to invest in its digital transformation strategy and creates an internal Salesforce Academy to train digital transformation and Salesforce ecosystem experts**

**Padua, September 5, 2022**– Safilo Group, one of the eyewear industry’s key players in the design, manufacturing, and distribution of prescription frames, sunglasses, outdoor eyewear, goggles, and helmets, and DOT “Digital On Things”, consulting firm and IT service specialized in the Salesforce ecosystem and recently incorporated in the Lutech Group, announce the creation of “*Digital Force*”, Safilo’s Salesforce Academy that aims to seek and train new talents in the digital transformation and Salesforce field.

Safilo will create a true internal Academy which, thanks to the collaboration with DOT, will allow for the identification of new profiles in the digital area, training them on the most requested skills by the market and the methodology of agile working.

The “*Digital Force*” academy will start on 5<sup>th</sup> September 2022 with a program of hiring, training, and onboarding with a duration of 8 months.

The selection phase will be carried out through an active collaboration with universities all over Italy, with a focus on the universities of the Veneto region. The smart working method adopted by Safilo will allow the interested young talents to participate independently of their place of residence.

The “*Digital Force*” team will be progressively integrated into Safilo’s Digital team, encouraging the growth of the “*Safilo Trailblazers*” who will take part in the development of the digital transformation development that the Group is implementing 360° in every business strategy by following four different key drivers: delivering excellence, scaling innovation, competence academy, and cultural change.

In this first phase, the project will be focused on professional profiles such as Technical Leader, Business Analyst, Release Manager, and Developer. In fact, with this initiative, Safilo aims to increase the value of its company processes thanks to the combined management of people, digital abilities, processes and technology.

*“The foundation of the “Digital Force” Academy represents for us an important further step in Safilo’s 360° digital transformation strategy that we have been implementing over recent years” – declared Angelo Trocchia, CEO of Safilo Group – “The research and training of young talents in the Salesforce field will allow us to offer to young people entering the job market the opportunity of positions in digital transformation functions in companies such as Safilo, This initiative is part of our purpose-led strategy based on three sustainability pillars: People, Product, Planet”.*

*“Digital Transformation is a key driver for companies nowadays – stated Gianluca Ciminata, CEO of DOT - Safilo Group opened early in this direction in comparison to its many competitors and this further step of creating an internal excellence center will fasten up its differentiation journey on the market. We are enthusiastic about starting to build together this project, not only for the additional value that we will create for both of our companies, but also for the social value that the inclusion of young talents in the job market and in the digital world of the Salesforce ecosystem represents”.*

## **About Safilo Group**

Established in 1934 in Italy’s Veneto region, Safilo Group is one of the eyewear industry’s key players in the design, manufacturing and distribution of prescription frames, sunglasses, outdoor 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, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Chiara Ferragni, Dsquared2, Eyewear by David Beckham, Fossil, 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 2021, Safilo Group recorded net revenues for Euro 969.6 million.

## **DOT – Digital On Things**

DOT is a consulting and IT services company specialized in the Salesforce ecosystem; it has recently joined the Lutech Group, which specializes in business innovation and evolution. In its offer DOT provides, in addition to consulting and professional services that guide clients in their digital transformations and project governance, an Academy with comprehensive education and training covering all areas of the Salesforce world. The academy provides learning paths for technical and functional professionals, up to specialization paths on technology such as advanced analytics, marketing automation tools, B2B-B2C e-commerce platforms.

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