



**SAFILO MEETS YOU:
THE FIRST DIGITAL EVENT DEDICATED TO OPTICIANS**

Padua, June 3, 2021 – Safilo, one of the eyewear industry’s leading players in the design, manufacturing, and distribution of optical frames, sunglasses, sports eyewear, goggles, and helmets – continues to invest in its digitalization processes and implement initiatives aimed at strengthening the relationship with its opticians.

In line with its customer-centric strategy, Safilo organized its **first digital event dedicated to customers, ‘Safilo Meets You’**, which took place on June 1st and saw a large attendance from Italian opticians who could connect from all kinds of devices, allowing for an accessible and enjoyable virtual experience.

The opticians who joined the event received information and updates on Safilo’s portfolio and the Group’s strategies towards sustainability, as well as the latest initiatives related to the Group’s digital transformation. They were able to learn more about the services offered by the Company and the new digital assets that will soon be available.

The event was held by Angelo Trocchia, CEO of Safilo Group, and Lukasz Karpinski, Italy’s Country Manager, who also responded to the opticians’ questions, and represents the first of three digital meetings dedicated to opticians that will take place over the next few months.

The second appointment will take place in **September**, with a main focus on the new FW21 collections and on portfolio updates, as well as on the design highlights of the new eyewear styles.

The third event is planned for **December** and will offer opticians an outlook on the future perspectives for 2022.

These events will be aimed at the Italian market and will be replicated in numerous other countries shortly.

The virtual events series is in line with Safilo’s digital transformation strategy and customer-centric business approach, which, over the past months, has already seen the great commitment towards opticians with the go-live of You&Safilo, the Group’s new B2B platform that further simplifies interaction and after-sales management with its customers, all within one single platform.

Press note

About Safilo Group

Established in 1934 in Italy's Veneto region, Safilo Group is one of the eyewear industry's principal players in the design, manufacturing and distribution of optical frames, sunglasses, sports 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, Safilo, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, David Beckham, Elie Saab, Fendi, Fossil, Givenchy, 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 2020, Safilo Group recorded net revenues for Euro 780.3 million.

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