



CAROLINA HERRERA

**SAFILO AND CAROLINA HERRERA ANNOUNCE
GLOBAL EYEWEAR LICENSING AGREEMENT**

Padua/New York, July 15, 2021 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Carolina Herrera, the globally recognized fashion brand, announce today their 5-year global licensing agreement for the design, manufacture and distribution of Carolina Herrera branded eyewear.

The licence agreement will be effective as of January 1st, 2022.

“Carolina Herrera is an iconic luxury fashion brand, both popular and valued throughout the world for its feminine approach and extreme elegance,” declared Angelo Trocchia, CEO of Safilo Group. *“We are very pleased to start this new partnership, which represents a great brand addition to our portfolio and a significant opportunity to further advance and strengthen the brand’s image and geographical reach thanks to our unique product design and distribution capabilities. As we are working to reshape our brand portfolio, Carolina Herrera will reinforce our women’s proposition and represents a crucial step in effectively counterbalancing the recent brand exits. This new brand entry is consistent with our business strategy and the key initiatives executed over recent years to consolidate and further develop our position as a leading player in the eyewear market.”*

“We are thrilled to embark on our partnership with Safilo, a globally recognized leader in the eyewear category. Safilo shares our passion for creativity, innovation and quality. Together, we are committed to establishing an eyewear collection as an extension of the fashion language defined by our Creative Director, Wes Gordon, while reinforcing the distinctive codes of the House. With Safilo’s expertise and broad omnidistribution reach, we are confident that our collaboration will engage and excite the global consumer with exceptional products,” declared Emilie Rubinfeld, Carolina Herrera Ltd. President.

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, 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.

About Carolina Herrera

Carolina Herrera New York is the embodiment of Carolina's fearless and fabulous style and spirit. An expression of beauty, joy and optimism emboldened by the dynamism of New York, Carolina Herrera New York designs and creates meticulously crafted collections that make every moment memorable. Carolina Herrera New York is designed by Creative Director Wes Gordon for the modern global woman, living life to the fullest and unafraid to be noticed.

Carolina Herrera is part of Puig, a third-generation family-owned beauty and fashion business based in Barcelona, Spain. Puig creates unique and highly desirable beauty and fashion Love brands that empower people to reinforce their self-esteem and find their own expression, in a family company that aims to leave a better world for the next generation.

Since 1914, our company's entrepreneurial spirit, creativity and passion for innovation have made Puig a challenger in the beauty and fashion world. Present in fashion and in the three prestige beauty categories (fragrances, makeup and dermo-cosmetics) our brand portfolio generates engagement through great storytelling that connects with people's emotions.

At Puig we honour the values and principles put in place by three generations of family leadership. Today we continue to build on that legacy, through conscious commitments in our ESG agenda (environmental, social and governance) aligned with the UN Sustainable Development Goals. Our brand portfolio is structured in three divisions: Beauty and Fashion, with the owned brands Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier, Dries Van Noten, Penhaligon's and L'Artisan Parfumeur; the licenses of Christian Louboutin and Comme des Garçons perfumes; and Lifestyle fragrances, among them Adolfo Dominguez, Antonio Banderas, Shakira and Benetton. The Charlotte Tilbury division, which includes the luxury makeup brand. And the Derma division, with the Apivita, Uriage and Isdin brands.

In 2020, Puig recorded sales of €1,537 million. We sell products in 150 countries and operate 26 subsidiaries.

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