



SAFILO AND COVENTYA TOGETHER FOR AN INNOVATIVE AND SUSTAINABLE PRODUCTION PROCESS WHICH DRAMATICALLY REDUCES THE USE OF PALLADIUM

THANKS TO THE INTRODUCTION OF 'METAL X' REDUCED IMPACT ON THE ENVIRONMENT FROM PRECIOUS METALS MINING

Padua, September 20, 2021 – Safilo, a worldwide leader in the design, manufacturing, and distribution of eyewear, continues investing in sustainability and process innovation thanks to a strategic partnership with Coventya, a global player with more than ninety years of experience in the development of specialty chemicals for surface finishing treatments.

Thanks to the joint efforts of the two companies, Safilo will be the first player in the eyewear sector to exclusively use '**Metal X**', a new innovative Coventya patent that allows the use of precious metals in galvanic treatments for the production of optical frames and sunglasses to be reduced by 90%.

Metal X will be introduced at Safilo's **Longarone** plant and will allow Safilo to significantly reduce the use and consumption of palladium, an extremely precious and rare metal due to its natural scarcity. Consequently, the use of 'Metal X' will help contribute to reducing exploitation of the ground for the sourcing of precious metals leading to a lower production impact in terms of environmental sustainability. Metal X will be used in Safilo's eyewear collections produced in Italy starting with the August 2021 release.

The use of 'Metal X' in Safilo's production processes represents a further step forward in its sustainable production processes initiated in recent years with the **nickel-free galvanic treatments**. Thanks to these processes, the Group has eliminated the use of nickel, a silvery-white metal traditionally employed in the finishing treatments of eyewear, while guaranteeing, at the same time, even higher standards of product excellence thanks to the new technologies employed.

"The partnership with Coventya is particularly strategic for Safilo as it allows us to be the first to introduce a new and effective sustainable solution in our eyewear production processes," said **Fabio Roppoli**, Chief Product Supply Officer of the Safilo Group. *"By eliminating palladium in favor of Metal X, we take a further step forward in our business strategies focused on sustainability and we are sure that this innovation will be appreciated by our customers and consumers, who are increasingly concerned about these issues."*

"It was particularly significant for us to be able to create a material that offered the same qualitative and technical properties as palladium and could be used in replacement of natural precious metals," said **Coline Nelias**, Coventya International Product Manager. *"Thanks to this collaboration, our patent has been introduced in the galvanic baths of Longarone effectively and with high-quality standards"*.

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, Eyewear by 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.

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