



SAFILO BETS ON DIGITAL TRANSFORMATION AND LAUNCHES LIVE CHAT FOR ITS B2B PLATFORM, STRENGTHENING THE RELATIONSHIP WITH ITS CUSTOMERS

Padua, May 31, 2021 – In line with its customer-centric strategy, **Safilo has implemented a new live chat feature on its business-to-business digital platform**, aiming to provide opticians with an easy, quick and efficient communication tool. The Live Chat has been introduced in May in the Italian market and will be rolled out shortly in the other European countries where the B2B platform is active.

The new *You&Safilo* chat is managed by Customer Care professionals and allows Safilo's clients to receive assistance and support directly from the platform. Opticians can chat live with Safilo's professionals, reducing waiting times and making communication more fluid, effective, and efficient.

The Live Chat function comes on top of the numerous other functionalities supported by *You&Safilo*, and represents **another chapter of Safilo's customer-facing digital shift**, which include the go-live of a **new CRM (Customer Relationship Management) system** and which demonstrates how customer satisfaction and customer loyalty are and will continue to be a key priority for the Company. Safilo selected Salesforce for both the B2B e-commerce and the CRM platforms, WIP ITALIA for the UX and the platform design, and partnered with Accenture for this strategic project.

The launch of the chat function for the B2B platform confirms Safilo's continuous commitment towards opticians and will further simplify **interaction and after-sales management** with its customers, **all within the You&Safilo 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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