



SAFILO GROUP ANNOUNCES LAUNCH OF SMITH IMPRINT 3D TECHNOLOGY

FIRST-TO-MARKET, CUSTOM CRAFTED 3D PRINTED SNOW GOGGLES BUILT TO THE UNIQUE DETAILS OF THE FACE

Padua, December 14, 2021– Safilo Group, a worldwide leader in the design, manufacturing and distribution of optical frames and sunglasses, sports eyewear, goggles and helmets, continues to grow in its digital transformation process and is pleased to announce the debut of Imprint 3D Technology, developed and launched through Safilo’s proprietary brand, Smith.

Smith created the patent-pending Imprint 3D Technology to address the vast range of face shapes and features while eliminating the one-size fits all approach to sports gear. Continuing the brand’s legacy of disrupting design and innovation, the initial launch of Smith’s Imprint 3D Technology debuts with a first-to-market custom crafted 3D printed snow goggle delivering increased all-day comfort, elimination of light leak due to improper fit, removal of pressure points or hot spots, and an expanded field of view.

The new Smith I/O MAG Imprint 3D goggle is the first custom goggle built to the individual features of a person’s face. Utilizing Smith’s custom app, users scan their face to capture their unique details and contours, allowing an individualized frame to be automatically generated, 3D printed - using HP’s industrial Multi Jet Fusion platform – and, finally, hand assembled into the best-selling Smith I/O MAG goggle in Smith’s USA-based production facility.

“Safilo’s 360° digital transformation continues. Within the last year, we have introduced multiple innovations in both the B2B and D2C areas. Today we are very satisfied to be the first on the market to have studied a concrete application of new technologies, with an innovative final product delivered to market that continues to evolve the sports experiences of our customers.”- stated Angelo Trocchia, CEO of Safilo Group - “The use of cutting-edge technologies is part of Safilo’s DNA and represents a key step in our growth objectives.”

The Smith I/O MAG Imprint 3D goggle features Smith’s proprietary ChromaPop™ branded lenses, uniquely tuned to deliver the ultimate in visibility and clarity beyond normal capabilities by amplifying natural color and enhancing definition.

The innovative Smith I/O MAG Imprint 3D goggle is currently available exclusively in North America through www.smithoptics.com.

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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