



SAFILO AND MISSONI ANNOUNCE THE MULTI-YEAR RENEWAL OF THEIR GLOBAL EYEWEAR LICENSING AGREEMENT

Padua / Milan – March 11, 2024 - Safilo Group and Missoni announce the renewal of their global licensing agreement for Missoni brand eyewear until the end of 2029.

Since the start of the relationship in 2020, Missoni has represented a significant brand in Safilo's women's luxury fashion portfolio thanks to its collections characterized by the innovative use of the fashion house's iconic textiles and colors, giving them a distinctive identity. This style fully expresses the authenticity of the brand's DNA making the Missoni eyewear collections immediately recognizable and unique.

"We are very proud to renew our partnership with Missoni. In only 4 years of collaboration we have been able to strongly develop the eyewear category, in particular in the main European markets and in North America. This renewal offers us a new and stimulating opportunity to consolidate and broaden our distribution, continuing to work together with the brand" - said Angelo Trocchia, CEO of Safilo Group.

"We are glad to announce the renewal of our partnership with Safilo until 2029. The construction of lasting and solid relationships with our partners is, for us, a fundamental priority, as it allows us to develop high-quality projects that can lead to long-term success. During these past four years, the significant contribution of the eyewear category has been one of the driving factors of our growth that will further benefit from this agreement in the upcoming future" - declared Livio Proli, CEO of Missoni Spa.

About Safilo Group

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

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 high 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 home brands: Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. Licensed brands include: Banana Republic, BOSS, Carolina Herrera, Dsquared2, Etro, Eyewear by David Beckham, Fossil, havaianas, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, M Missoni, Moschino, Pierre Cardin, PORTS, rag&bone, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans and Under Armour.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2022, Safilo Group recorded net revenues for Euro 1,076.7 million.

About Missoni

Missoni, renowned for its excellence in Italian fashion, was founded in 1953 by Ottavio and Rosita Missoni. In 2018, a partnership was formed with the Italian Strategic Fund in an effort to further enhance the reputation and notoriety of the brand, as well as the company's potential for significant growth.

www.missoni.it

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