



SAFILO GROUP ANNOUNCES THE OPENING OF BELARUS AND KAZAKHSTAN MARKETS

*Safilo's high quality Eyewear products and powerful brand portfolio
now available directly in these two markets serviced via Russia*

Further expanding global commercial footprint, now to total of 40 countries worldwide

Continued corporate investment in the high growth CEE region

Padua/Moscow, August 9 2017 – Safilo Group, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces the opening of Belarus and Kazakhstan, as part of its CIS hub led out of Russia.

These openings support the expansion of Safilo's global commercial network, one of the pillars of its 2020 Strategic Plan. They take the network to 40 directly served countries across the world, and add to its high growth CEE region.

Safilo will now be able to partner locally with optical retailers, offering its powerful portfolio of industry leading brands spanning five consumer segments also in Belarus and Kazakhstan: the highest end Atelier with Elie Saab; Fashion Luxury with Dior, Fendi, Jimmy Choo, Givenchy, Céline, as well as BOSS, Max Mara, and Pierre Cardin; Lifestyle with Carrera, Marc Jacobs, Juicy Couture, Fossil, and Kate Spade; the exciting and fast-growing Mass Cool segment with Polaroid and havaianas.

“With this announcement, we are making our high quality eyewear and powerful brands now directly available also in Belarus and Kazakhstan. We are committed to building partnerships of trust with the local optical retailers, also here based on transparent commercial terms that expand our partners' choice of brands and support their business growth with in-store communication and good customer service,” says Luisa Delgado, CEO of Safilo Group. “The two markets are of particular interest in the context of our Central and Eastern Europe (CEE) high growth region, where we want to further accelerate our growth through distribution expansion and local brand building.”

The CEE region has shown excellent results in 2016 and in the first semester of 2017. It stretches across CIS, Central Europe, and Turkey, where Safilo opened its own subsidiary in 2015.

About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 38 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2016 Safilo recorded net revenues for Euro 1,253 million.

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