



**SAFILO GROUP STRENGTHENS ITS PRESENCE IN CHILE
EXCLUSIVE PARTNERSHIP WITH VALENTE EYEWEAR & TRADE**

*Safilo's high quality Eyewear products and
powerful brand portfolio now available also in Chile*

Local partner offering highest local service with quality distribution

Reinforcing Latin America for Safilo's Emerging Markets growth acceleration

Further expansion of the Group's Global Partner Network of worldwide distributors

Padua/Santiago de Chile, August 21 2017 – Safilo Group, the fully integrated Italian Eyewear creator, manufacturer and worldwide distributor of quality and trust announces an exclusive distribution partnership agreement for Chile with Valente Eyewear & Trade, leading local operator of long standing tradition, proven capability and industry trust.

Product centric, brand driven and design inspired, Safilo dates its craftsmanship tradition back to 1878, and today offers more than 30 leading brands across all consumer segments - exciting and fast growing Mass/Cool with Polaroid and Havaianas; Lifestyle Carrera, Tommy Hilfiger, Kate Spade, Marc Jacobs; Sports and Outdoor Smith; Premium Boss and Max Mara; Fashion/Luxury Dior, Jimmy Choo, Fendi, Givenchy; and highest-end Atelier Elie Saab, Oxydo; and Specialist Safilo.

“We are committed to broaden the market offer in Chile with our globally leading eyewear brands of trend setting design and technical product sophistication. We see an opportunity in Chile for international eyewear brand building and further development of eyewear retailing across all our segments,” says Luisa Delgado, CEO of Safilo. “We are delighted to welcome Valente Eyewear & Trade to our global Partner Network. With their proven 30 year industry track record and capability, they are uniquely positioned to offer for us to local retailers the best industry standards of customer service, in store communication and merchandising, and to lead local consumer engagement with specific focus on our own core brands.”

“We are proud to have the opportunity to partner with Safilo to build their brands in Chile. We will focus on targeted distribution, highest levels of local service, and local consumer communication. Safilo is recognized worldwide for the industry leading design and quality of its eyewear, and high distribution standards. It is an honour for us to work with Safilo for the long term development of that business model in our country,” say Álvaro and Maria Valente, owners of Valente Eyewear & Trading.

The Chilean market is a further addition to Safilo's Latin America Division (LA), established in late 2013 in the context of its 2020 Strategic Plan. LA encompasses subsidiaries in Brazil and Mexico, a Miami based regional office with a global Showroom, and partner markets across key LA countries, namely Argentina since last year, and now Chile. The region's development has been spearheaded by strong Brand PR & communication supporting a commercial strategy of qualitative distribution, in store communication and merchandising, and open trade terms based on performance, that have resonated in building partnerships of trust with retail customers across Latin America.

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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