



## **SAFILO GROUP ANNOUNCES EXCLUSIVE DISTRIBUTION PARTNERSHIP WITH SEEONE FOR SOUTH KOREAN INDEPENDENT OPTICAL MARKET**

**Padua/Seoul, 24 January 2017** – Safilo Group – the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust – announces today an exclusive distribution agreement in South Korea with SEEONE, the highly reputed and experienced local commercial eyewear operator.

This announcement follows a communication in December, in which Safilo indicated that it was seeking to change its local affiliate business model in Korea, in order to further develop its diversified portfolio of prestigious brands to its full potential in Korea, an important market for the Group.

SEEONE will become Safilo's exclusive distributor for the South Korean Independent optical market, starting February 1<sup>st</sup>, 2017. It will ensure a seamless transition and smooth continuation of customer service to all optical retailers for all Safilo brands, including supply of products and after sales service.

“We welcome SEEONE to Safilo's worldwide partner network, where our over 50 exclusive partners across the world contribute their unique commercial capabilities and local market leadership to Safilo's growth strategy, serving the local retailers on our behalf. SEEONE brings an excellent track record of service and understanding of the Korean customers trade dynamics. We share a mutual belief in growing optical brands through quality distribution and operations, and relevant product design,” says Luisa Delgado, CEO of Safilo Group. “South Korea has for Safilo a strategic global importance, as a domestic market, design trend setter for Asia and worldwide, and as an important Asian tourist destination. We are therefore committed to building an effective business in Korea for the longer term.”

“This partnership is important for us. Safilo's brand portfolio covers all market segments, with high quality eyewear. Their products are innovative and they have a history of leading craftsmanship and product design. With them, we see important growth opportunities that will strengthen our business in Korea,” comments Mr. Sungjoo Ko, SEEONE CEO. “Safilo is the world's second global eyewear leader. We will represent them with rigor and quality in Korea's Independent optical channel.”

Safilo's Korean Duty Free business will continue to be managed through Safilo's Global Travel Retail Channel organisation and its local agents.

**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 39 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 2015 Safilo recorded net revenues for Euro 1,279 million.

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