



SAFILO GROWS IN COLOMBIA

EXCLUSIVE PARTNERSHIP WITH KRONOTIME

Padua-Italy and Bogotá-Colombia, November 6, 2017 – Safilo, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces an exclusive distribution partnership for the Colombian market with Kronotime, leading local operator with longstanding excellence in distribution and brand building capabilities originating in jewellery.

Safilo, soon to celebrate the 140th anniversary of its eyewear craftsmanship heritage, will consequently be able to offer to the Colombian market its renowned brand portfolio of over 30 leading eyewear brands across five consumer segments: Polaroid and havaianas in the exciting and fast growing Mass/Cool segment; Lifestyle with Carrera, Tommy Hilfiger, Kate Spade, Marc Jacobs; Sports and Outdoor with Smith; Premium with Boss and Max Mara; Fashion Luxury with Dior, Jimmy Choo, Fendi, Givenchy and soon Moschino; and Atelier with ultra-Luxury Elie Saab, conceptual Oxydo and specialist new SAFILO Vista.

Kronotime has more than 50 years of proven success in the Colombian market, rooted in the discerning distribution of the highest quality and is today a key player in Colombia and Latin America, in retail and wholesale distribution with over 56 owned retail stores and 10 locally operated brands in over eight cities.

This announcement represents yet another step in Safilo's development in Latin America, which is part of the growth acceleration plan for its Emerging Markets unit consistently with its 2020 Strategic Plan.

“We are excited about the growth potential that Colombia offers today for our eyewear brands. A big country with an important optical tradition, high engagement in fashion and design, and appreciation for product quality, which is ready now for locally relevant brand development across all segments with a keen eye on our leading brands Polaroid and Carrera,” says Luisa Delgado, CEO of Safilo Group. “We are delighted to welcome Kronotime to our Global Partner Network. We trust their distribution expertise and proven brand building capabilities to develop our business in Colombia with both a fast pace and a long term view, reflective of our strategic priorities.”

“We are proud to have the opportunity to work with Safilo in the distribution and development of their portfolio of leading brands in the Colombian market. Safilo is recognized worldwide for its quality, design and professionalism in distribution, principles we will follow for the long-term development of the business in our country,” says Alan Bursztyn, CEO of Kronotime.

About Safilo

Safilo 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 40 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.

About Kronotime

Kronotime S.A.S is one of the companies of the Bursztyn Group. Some of his awards include: Swarovski, Invicta, Technomarine, Grupo Movado, Daniel Wellington, Tous, and Kronotime. The company operates all commercial aspects (wholesale distribution, points of sale, recruitment, public relations, marketing, etc.). At present, the company owns and operates more than 56 stores in Colombia. With more than 40 years of experience, Kronotime is one of the companies of the Bursztyn Group. Dealer of luxury brands and operator of all commercial aspects. In Colombia, it operates more than 56 stores and more than 150 points of sale.

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