



**SAFILO GROUP ANNOUNCES A NEW EXCLUSIVE
PARTNERSHIP FOR SAUDI ARABIA**

Padua/Dubai, 12 June 2017 – Safilo Group, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces an exclusive distribution agreement with Dr. Mazen Fakeeh C. Healthcare Company for the Kingdom of Saudi Arabia, starting from mid-June 2017.

Concurrently, the Group renews its partnership with Optitalia Gulf for the independent retail distribution across Safilo's other GCC countries, building on its partnership of over 25 years.

A world-class eyewear experience will be offered to local retailers in the Kingdom of Saudi Arabia, in the two new Jeddah and Riyadh showrooms where Safilo's portfolio of industry leading brands spanning across five consumer segments will be masterfully showcased. Safilo's collections include the ultra luxury Atelier brand Elie Saab, fashion luxury Dior, Fendi, Jimmy Choo, Givenchy, Céline, premium brands BOSS and Max Mara, as well as lifestyle brand Carrera, Marc Jacobs, Kate Spade, Juicy Couture, Fossil, Pierre Cardin, Bobbi Brown, and the exciting and fast-growing mass cool brands Polaroid and havaianas.

"We are proud to welcome Dr. Mazen Fakeeh C. Healthcare Company to our Global Partner Network, representing us exclusively in the Kingdom of Saudi Arabia. Their experience in local healthcare and eyewear, and a newly-established local network, offer Safilo brands a unique local infrastructure, resources and branding know how," says Luisa Delgado, CEO of Safilo Group. "The Kingdom of Saudi Arabia is a significant market for Safilo in our IMEA region with a population of over 30 million people."

She further comments: "We are very happy to continue our partnership with Optitalia for the independent retailer distribution across our other GCC markets. Optitalia has represented us for many years with professionalism and commitment, effectively building our brands' strong local presence. We are now taking a further step together as we strengthen the focus on Carrera, Polaroid and SAFILO, and expand the optical category across all our brand portfolio."

In 2016, the Group saw exceptionally strong growth across its IMEA region, with double-digit growth for the second consecutive year. The dedicated regional focus served to build awareness and distribution of Safilo's brand portfolio across the GCC countries and channels. Safilo Group strengthens today its commitment to provide high quality eyewear through trusted long-term partnerships.

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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