



SAFILO EXPANDS ITS DISTRIBUTION NETWORK IN THAILAND AND CAMBODIA

Exclusive partnership with Supreme eyewear, Thailand based eyewear distribution company

Padua-Italy and Bangkok-Thailand, November 30, 2017 – Safilo, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, soon to celebrate the 140th anniversary of its eyewear craftsmanship heritage, announces an exclusive distribution partnership for the Thailand and Cambodian markets with Supreme Eyewear.

Supreme Eyewear is one of the strongest local eyewear distributors, with a significant experience in the optical industry, more than 40 years of business history, solid foundations both in retail and wholesale markets, strong customer service and multiple marketing channel knowledge and capabilities.

As part of a consistent development of its Global Distribution Partner Network over the past four years, leading today to 42 partner markets, Safilo is now represented also in Thailand and Cambodia with its portfolio of over 30 leading eyewear brands across five consumer segments: Polaroid and Havaianas in the Mass/Cool; Carrera, Tommy Hilfiger, Kate Spade, Marc Jacobs in the Lifestyle and Upper Contemporary; Boss and Max Mara in the Premium; Dior, Jimmy Choo, Fendi, Givenchy and soon Moschino in the Fashion Luxury; and ultra-Luxury Elie Saab, conceptual Oxydo and specialist new SAFILO Vista in the Atelier.

The addition of this single distribution partner in Thailand and Cambodia marks a further step in the development of the APAC Region. It supports the growth acceleration of Safilo's Emerging Markets unit, as per Safilo's 2020 Strategy.

“With Supreme Eyewear as our Partner we position ourselves to gain market share in Thailand. The market has good potential across both the Diffusion and Luxury segments, including Atelier,” says Luisa Delgado, CEO of Safilo Group. “We believe that Supreme has the unique local capability to activate our brands and drive market trends, thanks to their proven marketing capability, their rigorous distribution standards, and their ability to target doors in a differentiated way which is reflective of our brands’ diverse propositions. We share a common vision for the market, and a long term commitment to develop together a business of sustained growth.”

“With Safilo we accomplish our mission of being one of the largest eyewear distribution companies in Thailand in the Diffusion and Luxury Segments, and we trust that with the Group’s powerful diversified portfolio we will be able to grow with a strong offer, made of superior product quality, best in class design and craftsmanship, qualified distribution that will consistently contribute to our further development pursuing our mutual success in the country” says Butrpoth Pholpipattanapong, Managing Director of Supreme Eyewear.

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.

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