



**SAFILO APPOINTS ANDREA BUSATO
COMMERCIAL HEAD LATIN AMERICA**

Padua, January 29, 2018 – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust has appointed Andrea Busato Commercial Head of Latin America.

Andrea Busato joined SAFILO in 2012 as CFO for EMEA, bringing 15 years of experience in the Fashion Industry namely at Diesel and Salvatore Ferragamo, and in Consulting with Deloitte.

He was appointed Global Sales Operations Director in 2014, and then promoted in 2016 to SAFILO's Global Leadership Team as Head of Global Sales Operations, reporting to the CEO.

In this capacity, Andrea has been leading a team of more than 400 people across the world, with responsibility for Customer Service, Sales Force Automation, the SMILE program, Trade Terms and the Order-to-Cash stream in the worldwide SAP implementation, as well as Sample Management and Special Stock Depletion Sales.

“Andrea's appointment represents a further step in the development of our Latin America business. Specifically, we wish to invest in leading edge capability to deepen our relationships with our local retail customers. Andrea's mission is to further accelerate the business growth as we continue to expand our footprint in the region,” says Luisa Delgado, CEO of SAFILO GROUP. “With our Own Core Brands Carrera and Polaroid leading the growth in the region, the strength to date and important further potential forward for the rest of our portfolio brands, we are on the right path for success in Latin America. The region is becoming a key contributor to the growth acceleration of the Emerging Markets, as envisioned by our 2020 Strategic Plan.”

Andrea will be based in SAFILO's Miami office, the Latin America HQ, as of February 1st, 2018.

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 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, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, 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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