



**DAVID ANABITARTE APPOINTED AS  
SAFILO'S COMMERCIAL LEADER LATIN AMERICA**

**Padua (Italy) – Mexico City (Mexico), September 25, 2018** – Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, announces the appointment of David Anabitarte as its new Commercial Leader of Latin America, effective October 2<sup>nd</sup>, 2018.

David Anabitarte has over 20 years of specific experience in the eyewear industry thanks to many years working in this field in markets such as USA and Latin America, serving most recently as Vice President of Latam and Caribbean at Marchon Eyewear.

“Latin America is an important strategic market for Safilo, and one of the most promising regions within the Emerging Markets. We are delighted to welcome David, who brings his extensive experience and an in-depth understanding of the unique challenges of our customers and partners in this region.” says Angelo Trocchia, CEO of Safilo Group. “David will provide strong leadership for our Latin America team and a customer-centric point of contact for our local customers, as we need to be closer and closer to the local markets and their consumers.”

David Anabitarte will be based in Safilo’s offices in Mexico City.

**About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of eyewear, 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, Elie Saab, Fossil, Givenchy, havaianas, HUGO, 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 2017 Safilo recorded net revenues for Euro 1,047 million.

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