



**CONNIE LAI SIN CHING APPOINTED AS
SAFILO'S COMMERCIAL HEAD APAC AND GREATER CHINA**

Padua (Italy) – Hong Kong (China), October 26, 2018 – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, appoints Connie Lai Sin Ching as Senior Commercial Head of APAC & Greater China, effective November 5th, 2018.

In her role, Connie will report to Safilo Group's CEO Angelo Trocchia, who comments: "We are very pleased to welcome Connie to Safilo's commercial organization in a key region such as Asia. She brings a wealth of experience in the market that will be very beneficial to our further growth in the area".

Connie Lai Sin Ching will be based in Hong Kong and will be supported by Miguel Negrão, Commercial Head of Greater China, and David Pearson, Senior Director APAC.

Throughout her career Connie has held a number of regional positions with increasing responsibility. For the last 5 years she served as Managing Director Asia Pacific for Marchon Eyewear, focusing on strengthening business development capability in the Region. Previously she served as Group General Manager Greater China for Reebok and Puma (Swire Resources Limited), Regional Commercial Director of ECCO Asia Pacific, and Vice President, Asia Pacific of Timex Group.

About Safilo Group

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products created according to the Italian tradition. With an extensive wholly owned network of subsidiaries in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – and more than 50 distribution partners in key markets, Safilo is committed to quality distribution of its products in nearly 100.000 selected sales stores all over the world. Safilo's portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, Oxydo, and licensed brands: 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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