



## **SAFILO COMPLETES THE ACQUISITION OF SPY+ AND SERENGETI**

**Padua, July 1, 2026** - Safilo Group today announces the closing of the acquisition of SPY+ and Serengeti from Bollé Brands, following the signing of a Share and Asset Purchase Agreement on May 11, 2026 and the fulfilment of all customary closing conditions.

The transaction, which covers selected SPY+ and Serengeti assets in Europe and 100% of the shares of two dedicated legal entities operating in the United States and Canada, represents a further step in Safilo's strategy focused on the selective acquisition of brands capable of strengthening the Group's positioning in attractive and high-growth segments, enhancing its portfolio of home brands, which includes Smith, Carrera, Polaroid and Blenders.

**Angelo Trocchia, Chief Executive Officer of Safilo Group, commented:**

*"The closing of this acquisition marks another important step in the execution of our strategy. SPY+ and Serengeti are highly complementary to our existing portfolio and fully aligned with our strategic focus on sport and high-quality eyewear.*

*SPY+ is an authentic and well-established US brand which strengthens our presence in the sport and outdoor channel alongside Smith and Blenders, supporting a more effective multi-brand positioning across different price points.*

*Serengeti, with its long-standing heritage and best-in-class mineral lens technology, represents a key opportunity for Safilo in the premium and high-end segment, enhancing our ability to serve the upper end of the market and expanding our presence in high-quality, performance-driven eyewear.*

*We expect to unlock both top-line and cost synergies by leveraging our supply chain, global distribution network and D2C capabilities, driving growth and improving operating efficiency over time."*

Together, SPY+ and Serengeti generated sales of approximately USD 39 million in 2025. The consideration for the transaction is USD 24.6 million and has been financed through the Group's available financial resources.

**About Safilo Group**

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets high quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 40 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses home brands - Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. The perpetual license Eyewear by David Beckham. Licensed brands include: BOSS, Carolina Herrera, Dsquared2, Etro, Fossil, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Kurt Geiger, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, Moschino, Pierre Cardin, PORTS, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans, Under Armour and Victoria Beckham.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2025, Safilo Group recorded net revenues for Euro 983,4 million.

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