



SAFILO CONTINUES ITS EXPANSION IN LATIN AMERICA

NOW ALSO IN PARAGUAY

EXCLUSIVE PARTNERSHIP WITH CEPAL

Padua-Italy and Asunción-Paraguay, January 18, 2018 – SAFILO, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces an exclusive distribution partnership for Paraguay with CEPAL, a leading local Eyewear Company with a longstanding successful track record of quality eyewear distribution and service since 1981.

With this partnership, SAFILO further expands its footprint in Latin America in support of its growth plans in the region as part of its accelerated Emerging Markets expansion.

SAFILO's renowned high quality products representing a brand portfolio of over 30 leading eyewear brands are now offered in Paraguay in quality opticians, who are served by CEPAL on behalf of SAFILO with the highest levels of service. The brand portfolio spans five consumer segments: Polaroid and havaianas in the fast growing Mass/Cool segment; Lifestyle with Carrera, Tommy Hilfiger, Kate Spade, Marc Jacobs; Sports and Outdoor with Smith; Premium with Boss and Max Mara; Fashion Luxury with Dior, Jimmy Choo, Fendi, Moschino, and Givenchy; and Atelier with the ultra-luxury couture Elie Saab, conceptual design Oxydo and specialist SAFILO Vista.

“With Paraguay, we add another SAFILO market to our Latin America business, that already counts on Brazil, Mexico, and Argentina/Uruguay, Colombia and Chile, and the Caribbean. We are pleased with the region's growth, that confirms its potential for quality branded eyewear development, and responds particularly positively to our leading brands Polaroid and Carrera,” says Luisa Delgado, CEO of SAFILO GROUP. “We welcome CEPAL to our global Partner Network, adding local industry leadership and proven commercial capabilities that will enable our brands with quality distribution and locally relevant brand building now also in Paraguay.”

“We are proud of our new partnership with SAFILO. Their leading products meet the highest consumer demands both nationally and internationally. They offer trendsetting design, constantly at the forefront of fashion and style, with a versatility of frames and sunglasses that uniquely showcases what the beauty of modern eyewear design stands for,” says Armando Nasser, CEO of CEPAL. “Together, we will guarantee in Paraguay the market's highest quality distribution, best service, and locally relevant brand building. We will ensure that our final consumers in Paraguay are fully satisfied, and take pleasure and pride in wearing SAFILO glasses.”

About Safilo

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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