



SAFILO EXPANDS ITS PRESENCE IN THE MIDDLE EAST

The finest eyewear in one of the finest commercial locations in the world

Padua, September 2014 – Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, strengthens its presence in the Middle East markets with the opening of a locally incorporated company, fully owned by Safilo, in Dubai, UAE.

The newly opened showroom and office in Dubai will serve all customers of the United Arab Emirates, Kuwait, Bahrain, Qatar, Oman and Saudi Arabia, and function as Safilo's Headquarter of the new Middle East and Africa region.

The new Safilo Middle East Free Zone Establishment (FZE) is opening at the Dubai Airport Free Zone (DAFZ), ranked amongst the top free zones in the Middle East and in the world, this Saturday September 20th, 2014, in a ceremony attended by His Excellency the Ambassador of Italy Mr. Giorgio Starace, DAFZ Vice GM Mr. Nasser Al Madani and Safilo Group CEO Mrs. Luisa Delgado. It includes 200m² of Italian designed showroom and offices, to showcase the full collections of all the 24 brands in Safilo's prestigious international brand portfolio.

Through its new direct presence, Safilo will be able to fully leverage the exceptional luxury retail opportunity that the Middle East region offers to its highest quality brand portfolio, to deepen its partnership with its key customers building mutual trust based on a long term commitment, and to gain closer local consumer understanding.

The Middle East represents one of the top two Global Retail Destinations (according to CBRE) behind London, and ahead of New York. It is therefore a well-timed move for Safilo Group to explore this growing major retail market directly, that has always recognized and appreciated the craftsmanship expertise of the Italian tradition that is at the heart of Safilo's strategy focused on product excellence and value add.

Safilo Middle East Free Zone Establishment (FZE)

Building 2W

Dubai Airport Free Zone (DAFZ)

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 a superior craftsmanship expertise dating back to 1878. Internationally present through 30 owned subsidiaries and exclusive distributors in key markets – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China - Safilo is committed to quality distribution in over 130 countries around the world. Safilo's portfolio encompasses proprietary brands – Carrera, Polaroid, Smith Optics, Safilo and Oxydo – and licensed brands Dior, Fendi, Gucci, Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, Céline, Fossil, HUGO, J.Lo by Jennifer Lopez, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2013 Safilo recorded net revenues for more than Euro 1,1 billion.

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