



SAFILO AND MAX MARA ANNOUNCE THE EARLY RENEWAL OF THE LICENSING AGREEMENT FOR MAX MARA EYEWEAR TO THE END OF 2023

Padua/Reggio Emilia, September 06, 2016 – Safilo Group, the fully integrated Italian eyewear creator, manufacturer and distributor of quality and trust, and Max Mara brand announce the early renewal of their licensing agreement for the design, manufacturing and worldwide distribution of the collections of optical frames and sunglasses. The new agreement will now run until December 31, 2023.

Safilo and Max Mara enjoy a partnership which spans nearly 20 years, dating back to 1997. They share a proud Italian heritage, a deep commitment to craftsmanship, authentic products and impeccable design, all elements that they both place at the heart of their respective long-term business growth strategies. Max Mara Eyewear was recently selected by Vogue.com as one of the '7 Best Accessories From the Milan Fall Winter 2016 Fashion Week'.

“Max Mara Eyewear is today the result of a shared long-term philosophy and deeply felt values between our two companies, built on the long standing creation of high standard, unmistakable elegance of timeless Italian design as embodied by the legendary Max Mara Coat, and mutual trust in search of excellence. We have more recently also made our common passion for Art and the celebration of Female Achievement an integral part of our Max Mara Eyewear concept, as initiated with Maja Hayuk and soon to be followed by a new female artist and inspirational collaboration,” says Luisa Delgado, CEO of Safilo. “Today, Max Mara has become one of the very fastest growing brands in our portfolio. We see important further potential inspired by the brand’s overall impressive worldwide store presence, and are delighted to pursue together our ambitious Eyewear growth strategy.”

“We are proud of the renewal with Safilo. We are benefitting from its deep reaching transformation and the revival of its unique product and craftsmanship expertise which dates back to 1878,” commented Luigi Maramotti, Max Mara Chairman. “Max Mara Eyewear has, as a consequence, found unparalleled creative coherence and technical product content which is fueling our brand’s world with distinctive expressions of craftsmanship and style that are perfectly reflective of our core values. Safilo is for us a true partner of trust and brand steward, able to understand deeply our brand’s DNA, interpreting it in distinctive high quality optical frames and sunglasses.”

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. With an extensive wholly owned global distribution network in 39 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, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2015 Safilo recorded net revenues for Euro 1,279 million.

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