



LAUNCH OF SAFILO GROUP S.P.A. SHARES PURCHASE PROGRAMME

Padua – June 24, 2025 - Safilo S.p.A. a subsidiary of Safilo Group S.p.A., announces, as per the authorization granted by the shareholders' meeting held on April 24, 2025, that has engaged Kepler Cheuvreux, as qualified third-party broker, to launch, starting from June 25, 2025 - in full independence, also in relation to the timing of any single transactions and in compliance with the applicable legislation and the provisions of the shareholders' meeting resolution - the Safilo Group S.p.A. ordinary shares (the "**Shares**") purchase programme (the "**Programme**"), on behalf of Safilo S.p.A..

The Programme has the following features:

Purposes of the Programme

The Programme represents a strategic step aimed at an efficient management of financial resources while maintaining flexibility, through the set-up of a reserve of shares, in order to seize any future investment opportunities, a matter on which the Group remains constantly focused and active.

Maximum number of shares and maximum amount in cash allocated to the Programme

The purchase of Shares under the Programme will concern a maximum of n. 15,000,000 Shares, equal to approximately 3.6% of the outstanding Shares, for a total maximum consideration up to Euro 18 million.

Minimum and maximum price

The purchase price of each Share (i) shall be not lower or higher of more than 10% of the reference price (*prezzo di riferimento*) of the Share on *Euronext Milan* on the trading day preceding the relevant date of purchase and (ii) shall not be greater than the higher of the price of the last independent trade and the highest current independent bid on *Euronext Milan* at the time the purchase is carried out.

Duration of the Programme

The Programme will start on June 25, 2025 and will end on December 31, 2025.

Procedures according to which the purchases will be carried out

The purchases of Shares under the Programme will be carried out on the *Euronext Milan* regulated market, organized and managed by Borsa Italiana S.p.A., in compliance with current legislation and, in particular, Article 132 of Legislative Decree no. 58/1998, Article 144-bis and 144-bis.1 of Consob Regulation no. 11971/1999 and the community and national legislation on market abuse in force from time to time (including Article 5 of Regulation (EU) no. 596/2014 as well as the applicable provisions of Delegated Regulation (EU) no. 1052/2016). As indicated above, the purchases will be carried out by Kepler Cheuvreux, as independent third-party broker.

Any subsequent changes to the terms and conditions of the Programme will be promptly disclosed to the public in accordance with current legislation. Furthermore, the transactions carried out during the execution of the Programme and the related details will be communicated to the market in accordance with applicable legislation.

Finally, it should be noted that as of the date of this press release, Safilo S.p.A. holds a total number of 11,000,000 of Shares to service the 2023-2025 the Stock Option Plan of Safilo Group S.p.A. and Safilo S.p.A. as well as any stock incentive plans that may be approved in the future.

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 and Under Armour.

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 2024, Safilo Group recorded net revenues for Euro 993.2 million.

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