

THE FOPE GROUP ANNOUNCES THE ESTABLISHMENT OF FOPE TOKYO MARKET

Vicenza, February 1st, 2024

FOPE (FPE:IM), a leading Italian fine jewellery company listed on Euronext Growth Milan, announces the establishment of the **FOPE TOKYO MARKET**, with its offices in Tokyo and working on the commercial development of the Japanese market.

The new company is **80% owned by FOPE S.p.A. and 20% by SwissPrimeBrands Ltd.**, the Group's partner which up to now has handled the distribution of FOPE products in Japan.

The further enhancement of the presence on foreign markets is part of the policy, pursued in recent years by the Group, to have **a direct commercial presence in areas that are considered strategic**, as in the case of Japan which represents an emerging market for FOPE with significant growth potential.

Diego Nardin, FOPE's Chief Executive Officer: *"We have very high growth expectations for the Japanese market, which are also confirmed by the commercial and communication investments we have planned. The project for the new company follows the incredibly positive feedback received from the experience of the American, British and German branches. SwissPrimeBrands Ltd. is a consolidated company which has been in Japan for a number of years and can draw on a solid network of relations with the main players and retailers operating in our segment and with which, right from the start, we established a positive partnership to disseminate our brand in the country. For these reasons, we are very satisfied at their involvement in the Japanese market project and the sharing of its growth targets. We are confident that Japanese retailers will manage to benefit from the Group's presence and support to achieve reciprocal business growth."*

The press release is available on the websites www.fopegroup.com and www.info.it

FOPE (FPE:IM; ISIN IT0005203424) is a historic Italian jewellery company established in Vicenza in 1929 and a leader in the fine jewellery market. With 75 employees, and a strong international presence (about 90% of its revenues), FOPE pursues a strategic growth project based on expanding and consolidating the brand in the international luxury market by leveraging 4 competitive advantages: product quality, perfect combination of Made-in-Italy craftsmanship and technology, recognisable design, and long-standing customer relationships. FOPE operates globally through a well-established and select network of over 700 stores in 50 countries, with a direct presence in the main markets through the subsidiaries FOPE USA Inc. (America), FOPE Jewellery Limited (UK) and FOPE Deutschland GmbH (Deutschland). The business model focuses on maintaining direct business relationships with multi-brand jewellery retailers (either independent or part of groups) that specialise in luxury products such as fine jewellery and watches. FOPE does not work with intermediaries: instead, it enters into direct partnerships that ensure the loyalty and reliability of the customer/retailer as well as an outstanding after-sale service. The Company opened mono-brand stores in Venice's Piazza San Marco (2015), in the prestigious Old Bond Street in London (2019), in Tokyo Ginza (2023) and in the prestigious Seibu mall in Kuala Lumpur (2023). The entire production cycle - from prototyping to the shipping of finished jewels - takes place inside the headquarters in Vicenza. FOPE's investments in R&D have led to an extremely high level of standardisation and automation, with proprietary technology that allows to optimise processes and times in order to deliver products of world-class quality. FOPE's jewels range from timeless classics featuring

VICENZA

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the iconic Novecento mesh to the more recent Flex'it lines, which include the original bracelets, rings and necklaces made flexible thanks to a patented system of tiny gold springs embedded in the mesh: strikingly elegant collections that always stand out in terms of comfort and portability. FOPE has obtained the voluntary TF (*Traceability & Fashion*) certification and is a certified member of the *Responsible Jewellery Council*. Since 2017 it has drawn up the Sustainability Report adopting the GRI standards.

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