

Press release

MaxMara
O C C H I A L I

Safilo[®]
GROUP

**SAFILO ANNOUNCES THE EARLY RENEWAL OF THE LICENSING AGREEMENT
WITH MAX MARA AND MAX&CO UNTIL 31/12/2019**

Padua, December 6, 2012 – Safilo Group, leader in the premium eyewear sector, announces the early renewal of the licensing agreement for the design, manufacture and worldwide distribution of the leading international luxury brands MAX MARA and MAX&Co. collections of optical frames and sunglasses. The new agreement will now run until December 31, 2019.

Luigi Maramotti, Chairman of Max Mara, said: “The relaunch of the partnership with the Safilo Group, that dates back to 1997, will give the possibility to develop in an even more remarkable way our presence in the eyewear sector, respecting the values of excellence and tradition that both the companies embrace”.

Roberto Vedovotto, CEO of the Safilo Group, said: “We are extremely proud to announce the renewal of this agreement, which further validates the strength of our collaboration with the Max Mara Group. We are honoured to be associated with such a successful company in continuous expansion and we are committed to taking major steps forward to further reinforce the presence of MAX MARA and MAX&Co. within the worldwide eyewear scenario”.

Max Mara Group

MAX MARA was founded in 1951 by Achille Maramotti with the aim of offering “haute de gamme” feminine clothing, produced according to excellent industrial processes and it is recognised throughout the world as the precursor of modern pret-à-porter fashion. Highest quality, up-to-date fashion content, research into wearability, following a tailoring cult which has always had the ability to combine tradition, passion and innovation.

MAX&Co. is a retail project run launched in 1986, dedicated to real, fashion-conscious women, eager to put together a personal style composed of clothing, accessories, ideas. A way of being individual and dynamic, where the hallmark Italian sartorial tradition merges with creative and technological experimentation on forms, materials and colors. Made-in-Italy quality combined with style, glamour and design.

The Safilo Group

The Safilo Group is worldwide leader in the premium eyewear sector for sunglasses, optical frames and sports eyewear. With an international presence through 30 owned subsidiaries in primary markets – in America, Europe and Asia – and exclusive distributors, Safilo produces and distributes its house brands – Safilo, Carrera, Polaroid, Smith Optics, Oxydo, Blue Bay – and the licensed brands Alexander McQueen, A/X Armani Exchange, Balenciaga, Banana Republic, Bottega Veneta, BOSS Black, BOSS Orange, Céline, Dior, Emporio Armani, Fossil, Giorgio Armani, Gucci, HUGO, J.Lo by Jennifer Lopez, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Tommy Hilfiger, Yves Saint Laurent. For further information www.safilo.com

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