



HENRI BLOMQVIST APPOINTED NEW GLOBAL COMMERCIAL DIRECTOR OF SAFILO

Padua, December 17, 2013 – Safilo Group, worldwide leader in the premium eyewear sector, has appointed Henri Blomqvist to the newly established role of Global Commercial Director. Henri Blomqvist reports to Luisa Delgado, Chief Executive Officer of Safilo Group, and oversees all commercial wholesale operations worldwide.

A native of Finland, Henri Blomqvist spent the last ten years at Procter & Gamble, where he acquired a variety of experiences in the areas of sales and commercial management, on several worldwide brands, most recently as international commercial leader of Braun. He held several local, regional and international roles covering a variety of countries, including Nordic, parts of Western Europe, Russia, Turkey, the Middle East, Korea and Australia.

“We are very pleased to count on Henri in the Safilo Group Management Team. Henri brings strategic commercial leadership experience. He is thereby well positioned to strengthen Safilo’s commercial capabilities, as we refine our stated sales strategy and in turn differentiate our manufacturing and logistics choices accordingly. This new global leadership role will be crucial in transforming Safilo into a global company that leverages worldwide synergies effectively, while preserving local entrepreneurship”, said Luisa Delgado, Chief Executive Officer of Safilo.

About 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 – and the licensed brands Alexander McQueen, Banana Republic, Bobbi Brown (starting from 2014), BOSS, BOSS Orange, Bottega Veneta, Céline, Dior, Fendi (starting from 2014), Fossil, 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, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger. For further information www.safilo.com

Contacts:

Safilo Group Investor Relations

Barbara Ferrante

ph. +39 049 6985766

www.safilo.com/en/investors.html

Safilo Group Press office

Milan – ph. +39 02 77807607

Padua – ph. +39 049 6985322