



**SAFILO AND ALPARGATAS ANNOUNCE THE EARLY RENEWAL  
OF THEIR LICENSING AGREEMENT FOR HAVAIANAS EYEWEAR**

**Padua/São Paulo, 28 December 2018** – Safilo Group, a worldwide leader in the design, manufacturing and distribution of eyewear, and Alpargatas, the Brazilian footwear, clothing and accessories company owner of leading global brands, announce today the early renewal of their global **havaianas** eyewear license, now running until the end of December 2024.

“We are very proud of this early renewal, which aims to strengthen a project initiated in 2016,” commented Angelo Trocchia, CEO of Safilo Group. “We want to grow the havaianas eyewear business through collections that reflect the unique personality and creative simplicity of this important Brazilian brand, which is receiving an exceptional reception, particularly in Southern Europe.”

“This renewal represents the continuation of the successful relationship with Safilo,” added Carla Schmitzberger, CEO of havaianas. “We are very proud to count on Safilo as our strategic eyewear partner who offers unique capabilities, longstanding know-how, focus on quality, product design, innovation and proven qualitative widespread distribution.”

**About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its design projects into high-quality products created according to the Italian tradition. With an extensive wholly owned network of subsidiaries in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – and more than 50 distribution partners in key markets, Safilo is committed to quality distribution of its products in nearly 100.000 selected sales stores all over the world. Safilo’s portfolio encompasses: own core brands Carrera, Polaroid, Smith, Safilo, Oxydo, and licensed brands: Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jack Spade, Jimmy Choo, Juicy Couture, kate spade new york, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara, Max&Co., Moschino, Pierre Cardin, rag&bone, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2017 Safilo recorded net revenues for Euro 1,047 million.

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**About Havaianas**

Havaianas changed the concept of footwear in the mid-1990s, turning flip-flops into a highly desired fashion item. Since its launch in 1962, more than 5 billion pairs of Havaianas have been sold worldwide - in rows, the sandals would form such a large circle that they could circle the earth 65 times. Havaianas is also more than a beach brand, it is a way of life: in Brazil, 94% of people own at least one pair at home. Known for the quality of its products, the global leader in flip-flops sandals is at the feet of people of all ages, gender and social class. Each year, Havaianas sells around 240 million pairs of slippers worldwide.