



**SAFILO AND ALPARGATAS ANNOUNCE A NEW
HAVAIANAS EYEWEAR LICENSING AGREEMENT UNTIL 2021**

Padua – São Paulo, 9 September 2015 – Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, and Alpargatas, the Brazilian footwear, clothing and accessories company owner of leading global brands, announce today their new global havaianas eyewear license running up to 2021 and renewable upon mutual agreement.

The new havaianas eyewear collection will be designed, developed, manufactured and distributed by Safilo across the world through an extensive distribution network, starting from the second half of 2016.

“We are thrilled about this new partnership and trust. We have an exciting opportunity - the unique vibrant Brazilian personality of havaianas with its iconic creative simplicity has inspired us to create innovative cool eyewear with broad appeal for the world”, commented Luisa Delgado, CEO of Safilo Group, “With havaianas, we add significant value to our portfolio and strengthen our corporate play in the fast growing big *mass-cool* consumer segment, as anticipated by our 2020 Strategic Plan.”

Carla Schmitzberger, Global Director for havaianas, added: “With eyewear we now take the joy of havaianas further to the total look. It is for us a strategic category with long-term potential. We are delighted to count on Safilo as our strategic eyewear partner who offers unique best in class capabilities, product design leadership, longstanding know-how, focus on quality, innovation and proven high quality distribution. We feel that we share a common vision for this exciting business opportunity, and approach it with shared focus on customer satisfaction.”

About Safilo Group

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to a superior craftsmanship expertise dating back to 1878. Internationally present through 31 owned subsidiaries and exclusive distributors in key markets – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution in over 130 countries around the world. Safilo’s portfolio encompasses proprietary brands – Carrera, Polaroid, Smith, Safilo and Oxydo – and licensed brands Dior, Dior Homme, Fendi, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Fossil, HUGO, J.Lo by Jennifer Lopez, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Marc by Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue and Tommy Hilfinger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2014 Safilo recorded net revenues for Euro 1,178 billion.

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About Alpargatas

As the Latin American footwear industry leader, Alpargatas owns renowned brands, such as Havaianas, Dupé, Osklen, Topper, Rainha, Sete Léguas and Meggashop and detains the legal selling rights for Mizuno and Timberland in Brazil. The Company offers innovative products with high technology and cutting-edge design, and is fully qualified to build and manage desirable brands, which promote solid and long-lasting consumer relationships. Alpargatas has manufacturing units in Brazil and Argentina, 644 stores worldwide, and exports its products to 116 countries.

Listed in the São Paulo Stock Exchange (IBOVESPA, ALPA3 and ALPA4) in 2014 Alpargatas recorded net revenues of R\$ 3.7 billion (about US\$ 1.4 billion)

About Havaianas

Havaianas embodies the fun, vibrant and spontaneous way of Brazilian life. As the original flip-flops created in 1962, Havaianas have been bringing the Brazilian spirit all around the world with high quality rubber and bright, joyful designs. Add instant joy to your feet with comfort and happiness.

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