



**SAFILO AND PORTS ANNOUNCE A NEW EYEWEAR LICENSE  
AGREEMENT FOR MAINLAND CHINA**

**Padua/Shanghai, May 25, 2020** – Safilo, a worldwide leader in the design, manufacturing and distribution of eyewear, and Ports (Ports Asia Holding) announce a new ten-year license agreement for the design, manufacture and distribution of Ports branded sunglasses and optical frames. The agreement, which is set to cover the Mainland China market, foresees the first right option for Safilo to expand distribution in the market according to demand and category development, to further develop a win-win partnership. The first eyewear collection will be launching in January 2021.

Founded in Toronto in 1961, Ports was the first luxury fashion label to enter the Chinese market in the early 90s. It not only inspired the fashion sense of Chinese women, but also enormously changed their fashion style, becoming the favourite brand of well-to-do Chinese women.

“China is a key strategic market in our development plans, and we know how important it is for eyewear brands to be locally relevant to their target groups, especially in China, which is very specific, not only in terms of fitting but also with distinct tastes and local consumer trends,” declared Angelo Trocchia, CEO of Safilo Group. “With the addition of such an important brand for the Mainland China market, we will be able to further expand our presence in the country by adding a high-potential and very promising business.”

“The Ports brand is well known for its clean and minimalistic design and close attention to unique details and impeccable craftsmanship. These characteristics have been key for the success our collections have enjoyed since the establishment of the brand. We recognize in Safilo the best partner able to understand our distinctive DNA and translate it into the Ports eyewear collections. We count on Safilo as the best player to partner with, and together we will work to grow the eyewear category and expand it broadly throughout our country,” added Rolando Santana, Director of Ports Asia Holdings Limited.

**About Safilo Group**

Safilo Group is a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and related products. Thanks to strong craftsmanship expertise dating back to 1878, Safilo translates its designs into high-quality products according to the Italian tradition. Through an extensive wholly owned network of subsidiaries in 40 countries and more than 50 distribution partners in key markets throughout North and Latin America, Europe, Africa, the Middle East, Asia Pacific and China, Safilo is committed to quality distribution of its products in nearly 100,000 selected points of sale worldwide. Safilo's portfolio encompasses its own core brands Carrera, Polaroid, Smith, Safilo, Privé Revaux, and licensed brands Dior, Dior Homme, Fendi, Banana Republic, BOSS, David Beckham, Elie Saab, Fossil, Givenchy, havaianas, HUGO, Jimmy Choo, Juicy Couture, kate spade new york, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Max Mara., Missoni, M Missoni, Moschino, Pierre Cardin, rag&bone, Rebecca Minkoff, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2019 Safilo recorded net revenues for Euro 939 million.

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