



SAFILO ESTABLISHES A SUBSIDIARY IN TURKEY AS THE HUB OF ITS NEW CENTRAL EASTERN EUROPE DIVISION

Istanbul, 8 October 2015 – Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, opens its wholly owned subsidiary in Turkey, making it the hub of its new Central Eastern European Division.

Ms. Ciler Yildiz is appointed Commercial Head of Safilo's Central Eastern Europe Division, and member of Safilo Group's Global Leadership Team. Ms. Yildiz was previously CEO of Clear Channel Turkey, and counts on a professional career spanning over thirty years in general management, customer business development, finance, and human resources.

This latest geographic expansion is part of Safilo's 2020 Strategic Plan announced earlier this year. It is a further step towards balancing geographic focus and building high quality commercial capability with whom to distribute the company's multi-segment portfolio.

“Turkey represents a unique and fast-growth opportunity for us, where we can offer Safilo's total brand portfolio and build business with retailers across all channels,” says Henri Blomqvist, Chief Commercial Officer of Safilo Group. “Our initial focus will be on the optical chains and independent opticians in the key cities. We will immediately start with the launch of two new brands never before distributed in Turkey, Fendi in the high-end fashion luxury segment, and Polaroid in the mass-cool segment.”

This latest addition to Safilo's geographic presence further spearheads its market penetration and share growth, and follows the opening in 2014 of Safilo's new Latin America Division and the wholly owned Dubai subsidiary as the hub of the new Middle East and Africa Division.

Safilo Optik Ticaret Limited Şirketi

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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 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 Hilfiger.

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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