



## **SAFILO SIGNS EXCLUSIVITY AGREEMENT TO ACQUIRE SPY+ AND SERENGETI**

**Padua, April 21, 2026** - Safilo Group today announces the signing of an exclusivity agreement with Bollé Brands aimed at the acquisition of SPY+ and Serengeti, two iconic US brands operating in the sports/outdoor and high-end eyewear segments. Completion of the proposed transaction is subject to consultation with the competent bodies and customary closing conditions.

The transaction is in line with Safilo's previously outlined strategy, focused on the selective acquisition of brands capable of strengthening the Group's presence in high-growth segments, further enhancing its home brands portfolio, which includes Smith, Carrera, Polaroid and Blenders.

SPY+, an authentic and well-established brand in the world of sports and sunglasses, will further bolster Safilo's presence in the sport/outdoor channels, thanks to its strong complementarity with Smith. The brand enjoys solid credibility among athletes and consumers, as well as a well-developed presence in the direct-to-consumer channel.

Serengeti, building on decades of brand history, will represent a key asset for Safilo in the high-end eyewear segment, standing out for the excellence of its mineral lenses and a strong American heritage. These elements support a distinctive and premium positioning at the intersection of luxury, innovation and performance.

Together, SPY+ and Serengeti generated sales of approximately USD 39 million in 2025.

### **About Safilo Group**

Safilo is a global player in the eyewear industry that has been creating, producing, and distributing for over 90 years sunglasses, prescription frames, outdoor eyewear, goggles and helmets. Thanks to a data-driven approach, Safilo goes beyond the traditional boundaries of the eyewear industry: in just one company it brings together Italian design, stylistic, technical and industrial innovation, and state-of-the-art digital platforms, developed in its digital hubs in Padua and Portland, and made available to Opticians and Clients for an unmatched customer experience. Guided by its purpose, See the world at its best, Safilo is leading its Group legacy, founded on innovation and responsibility, onwards towards the future.

With an extensive global presence, Safilo's business model enables it to monitor its entire production and distribution chain. From research and development in five prestigious design studios, located in Padua, Milan, New York, Hong Kong and Portland, to its company-owned production facilities and network of qualified manufacturing partners, Safilo Group ensures that every product offers the perfect fit and meets high quality standards. Reaching approximately 100,000 selected points of sale worldwide with an extensive wholly owned network of subsidiaries in 40 countries and more than 40 partners in 70 countries, Safilo's well-established traditional wholesale distribution model, which encompasses eyecare retailers, chains, department stores, specialized retailers, boutiques, duty free shops and sporting goods stores, is complemented by Direct-to-Consumer and Internet pure player sales platforms, in line with the Group's development strategies.

Safilo Group's portfolio encompasses home brands - Carrera, Polaroid, Smith, Blenders, Privé Revaux and Seventh Street. The perpetual license Eyewear by David Beckham. Licensed brands include: BOSS, Carolina Herrera, Dsquared2, Etro, Fossil, HUGO, Isabel Marant, Juicy Couture, Kate Spade New York, Kurt Geiger, Levi's, Liz Claiborne, Love Moschino, Marc Jacobs, Missoni, Moschino, Pierre Cardin, PORTS, Stuart Weitzman, Tommy Hilfiger, Tommy Jeans, Under Armour and Victoria Beckham.

The parent company, Safilo Group S.p.A., is listed on the Euronext Milan organized and managed by Borsa Italiana (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI). In 2025, Safilo Group recorded net revenues for Euro 983,4 million.

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