



**UPDATE ON THE EXECUTION OF SAFILO GROUP S.P.A.
 SHARES PURCHASE PROGRAMME
 DURING THE PERIOD FROM JULY 20, 2026 TO JULY 24, 2026**

Padua – July 28, 2026 - In the context of the purchase programme of Safilo Group S.p.A. ordinary shares launched on June 8, 2026 (the “**Programme**”), as per the authorization granted by the Shareholders’ Meeting of Safilo S.p.A. (the “**Company**”) held on April 28, 2026 – according to the information received from Kepler Cheuvreux as intermediary in charge of executing, in full independence, the Programme – the Company informs, pursuant to art. 2, paragraph 3, of the Delegated Regulation (EU) no. 1052/2016, that it has carried out the transactions indicated below.

The chart below provides in aggregate form and on a daily basis the purchases of Safilo Group ordinary shares (ISIN IT0004604762) carried out by the Company on the *Euronext Milan* market, organized and managed by Borsa Italiana S.p.A., in the period from July 20, 2026 to July 24, 2026.

DATE	NUMBER OF SHARES PURCHASED	WEIGHTED AVERAGE PRICE (EURO)	TRANSACTION AMOUNT (EURO)
20/07/2026	80,000	1.779211	142,336.88
21/07/2026	80,000	1.764073	141,125.84
22/07/2026	80,000	1.757965	140,637.20
23/07/2026	80,000	1.688590	135,087.20
24/07/2026	80,000	1.636898	130,951.84
TOTAL	400,000	1.725347	690,138.96

As of July 24, 2026 the Company has purchased, since the launch of the Programme, a total number of 2,800,000 of Safilo Group ordinary shares and therefore, taking into consideration the shares already owned, it holds a total number of 25,145,488 of Safilo Group ordinary shares, equal to approximately 6.04% of the outstanding shares.

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, SPY+, Serengeti, 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.

Contacts:

Safilo Group Investor Relations

Barbara Ferrante
barbara.ferrante@safilo.com
Ph. +39 049 6985766
Mob. +39 335 5753588
<https://www.safilogroup.com/en/investors>

Safilo Group Press Office

Elena Todisco
elena.todisco@safilo.com
Mob. +39 339 1919562

Barabino&Partners S.p.A.

Pietro Cavallera
p.cavallera@barabino.it
Ph. +39 02 72023535
Mob. +39 338 9350534