



SAFILO SIGNS A BINDING AGREEMENT TO ACQUIRE SPY+ AND SERENGETI

Padua, May 11, 2026 - Following the completion of the applicable consultation process and the relevant approvals, Safilo Group today announces that it has signed a Share and Asset Purchase Agreement (“SAPA”) with Bollé Brands for the acquisition of SPY+ and Serengeti.

The transaction follows the exclusivity agreement announced on April 21, 2026 and represents a further step in Safilo’s strategy focused on the selective acquisition of brands capable of strengthening the Group’s positioning in attractive and high-growth segments.

The binding agreement covers the combined acquisition of selected SPY+ and Serengeti assets in Europe and 100% of the shares of two dedicated legal entities operating in the United States and Canada.

Together, SPY+ and Serengeti generated sales of approximately USD 39 million in 2025. The agreed consideration for the transaction is USD 26 million, subject to customary closing adjustments. Safilo will finance the acquisition through available financial resources.

Closing of the transaction is expected to occur within 2 months from the signing of the SAPA, subject to customary closing conditions.

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 eyecare 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.

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