



JIMMY CHOO

SAFILO AND JIMMY CHOO EXTEND EYEWEAR LICENSING AGREEMENT

Padua/London, November 26, 2014 – Safilo Group, the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, and Jimmy Choo, the iconic and luxury fashion accessory brand, are proud to have automatically extended their licensing agreement until December 31, 2018, for the design, production and distribution of the Jimmy Choo eyewear collections of sunglasses and optical frames. This reflects the outstanding growth of the brand's eyewear business across all major countries, especially in Europe and North America.

“We are proud to count Jimmy Choo among our leading luxury fashion and top-growth eyewear brands”, commented Luisa Delgado, CEO of Safilo Group. “The brand's uniquely glamorous and confidently iconic style inspires us to create distinctive eyewear that has exceptional appeal in the markets where it is distributed via premium quality channels. We see great potential for accelerated growth particularly in Asia Pacific, China, and Latin America, enabled by our new commercial leadership capability”.

“We are very pleased to prolong our partnership with Safilo”, said Pierre Denis, CEO of Jimmy Choo. “We enjoy a strong and collaborative partnership producing designs that reflect the personality of the Jimmy Choo brand and the design vision of our Creative Director, Sandra Choi. Safilo's expertise in commercial execution enhances the quality of our brand in the highest points of sales across the world. We look forward to expanding our eyewear presence further globally”.

The Jimmy Choo collection of sunglasses and optical frames is sold in the most prestigious and exclusive department and optical stores worldwide, as well as the Jimmy Choo boutiques.

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 30 owned subsidiaries and exclusive 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 Optics, Safilo and Oxydo – and licensed brands Dior, Fendi, Gucci, Alexander McQueen, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Bottega Veneta, 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, Saint Laurent, Saks Fifth Avenue and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2013 Safilo recorded net revenues for more than Euro 1,1 billion.

About Jimmy Choo

Today, Jimmy Choo encompasses a complete luxury accessories brand. Women's shoes remain the core of the product offer, alongside handbags, small leather goods, scarves, sunglasses, eyewear, belts, fragrance and men's shoes. Pierre Denis was appointed Chief Executive Officer in July 2012 and the creative direction is overseen by Sandra Choi. Together, they share a vision to create one of the world's most treasured luxury brands. Jimmy Choo has a store network encompassing 167 stores in 35 countries and is present in the most prestigious department and specialty stores worldwide. In October 2014 Jimmy Choo PLC was publicly listed on the London Stock Exchange with the ticker CHOO.

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