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Press Release

STARTING OF TRADING ON THE “Third Market” (MTF), NON-REGULATED MARKET OF VIENNA STOCK EXCHANGE, OF THE EUR 150M EQUITY-LINKED BONDS

Padua, July 22, 2014 – Following recent press releases dated, *inter alia*, May 15th, 2014 and July 10th, 2014 and relating to the “€150 million 1.25 percent. Unsecured Guaranteed Equity-Linked Bonds due 2019” (the “**Bonds**”), Safilo Group S.p.A. (the “**Company**”) announces that starting from July 23rd, 2014, the Bonds will be traded on the “Third Market” (MTF), non-regulated market of Vienna Stock Exchange.

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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 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.

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