

# MARCOLIN

EYEWEAR

**FOR IMMEDIATE RELEASE**

## **MARCOLIN FINALIZES THE ACQUISITION OF VIVA INTERNATIONAL**

Milan (Italy), 4<sup>th</sup> December 2013 - Marcolin SpA, through its affiliate Marcolin USA, and HVHC Inc., announced today that it has finalized the acquisition of VIVA International, the second largest eyewear company in the Americas and the ninth largest worldwide.

Marcolin will bring its historical handcrafted expertise, focused management and strong financial background to VIVA's current strong business. This acquisition establishes the ideal conditions for bringing a relevant and value added product offering with a worldwide distribution network to the market.

Giovanni Zoppas, CEO of Marcolin, said: "We are very pleased to announce the closing of the acquisition of VIVA International. The complementing of the brand portfolios, the balance between male/female, optical/sun segments and geographical end market areas are strategic key factors brought to the acquisition. The combination of Marcolin and VIVA creates a leader of primary importance in the global eyewear industry".

### **About VIVA International**

VIVA International is the second largest company in the eyewear industry among the Americas with 8.5 million frames sold in 2012, \$190 million in sales and includes a network of more than 160 agents in the American market. The portfolio of brands under license includes: Guess, Guess by Marciano, Gant, Harley Davidson and other brands specifically dedicated to the U.S. market.

### **About Marcolin**

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2012, the company sold about 5.5 million eyeglasses with over 700 models. The portfolio of brands under license includes: Tom Ford, Balenciaga, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction and Timberland. The Group's own brands include Marcolin, National and Web.

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