



## **MARCOLIN ANNOUNCES USA OPERATIONS' RESTRUCTURING**

Milan (Italy), 25<sup>th</sup> September 2014 – Marcolin SpA today announced the next stage of the Marcolin USA/VIVA International Group integration execution, which includes the restructuring of its business to further enhance its consumer focus and drive the brand portfolio closer to market. This realignment will deliver greater efficiencies throughout the organization.

As part of the integration process, it has been decided to merge by the end of the year, the current headquarters of Marcolin USA (Scottsdale) into the New Jersey operation, formerly VIVA International Group headquarters.

Last December, Marcolin SpA acquired VIVA International Group. Today's announcement is an evolution of the integration project strategy. The combined headquarters in New Jersey will bring the company closer to customers, reduce management layers and leverage efficiencies to increase speed-to-market advantages globally.

"As part of this effort, Marcolin USA is also re-investing in the New Jersey Distribution Center (implementing automatized technologies), in SAP (rolling the software platform also in this facility) and working from the sourcing base to the retail footprint to ensure it is in the best position to bring elevated consumer experiences to market. The decision to combine our beloved Scottsdale headquarters workforce in New Jersey is a difficult one, but it will put our business in the strongest position possible to continue to deliver long-term profitability and growth", said Fabrizio Gamberini, CEO of Marcolin USA.

"The increasing power of Marcolin brands offering, diversity and balance of its portfolio, is our competitive strength", said Giovanni Zoppas, Worldwide CEO of Marcolin Group. "In light of a faster go-to-market, it is more essential than ever, to sharpen our focus on the consumer to maximize opportunities for product innovation and brand management in the marketplace."

The Company anticipates completing its review of its organization by the end of the current fiscal year. The exact number, timing and location of positions will not be known until the review is completed and employee representative bodies have been consulted within accordance with local legal requirements.

## **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 2013, the company sold about 13.4 million eyeglasses with more than 1350 models. In December 2013, Marcolin finalized the acquisition of Viva International significantly strengthening its brand portfolio and the distribution structure, particularly in the U.S. Currently the company portfolio of brands includes: Emilio Pucci, Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Swarovski, DSquared2, Diesel, 55DSL, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction, Timberland, GUESS, GANT, Harley-Davidson®, Marciano, Catherine Deneuve, SKECHERS, BONGO®, CANDIE'S®, RAMPAGE®, Viva, Magic Clip®, Savvy, Marcolin, National and Web.

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