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MARCOLIN GROUP STRENGTHENS ITS INVESTMENTS AND ITS PRESENCE IN ASIA

Longarone (Belluno), 5th November 2018 — Marcolin Group, one of the world's leading eyewear companies, has developed a plan for strong growth and organizational strengthening, as well as distribution strategies and commercial logistics in the Asian market, in response to the renewed growth of the optical and sunglasses segments in that area.

The very first initiatives taken are:

- Organisational extensive expansion of manpower
- Exponential increase in "Asian-friendly" styles
- New logistics platform
- New Asia Pacific regional office in Hong Kong

At the end of 2017, the operating workforce of the Hong Kong based Group's APAC subsidiary began to be strengthened in order to support investments in the Region. A new team was set up exclusively for the local optical market in Hong Kong and the design and product team dedicated to the development of "Asian-friendly" models was consolidated. Professionals dedicated to training have joined the marketing division, as have sales and customer service departments, which have increased their number of staff.

Thanks to the joint efforts of the design and product teams of the Longarone HQ and Hong Kong regional office, all Marcolin Group's main brands will be able to rely on a greater number of "Asian-friendly" models and fittings to meet the tastes of consumers in the Far East, with specific products for Korea, Japan and South East Asia. The development of the collections will not only be done in-house, but will also benefit from the decade-long experience of some local partners in key markets.

July 2018 saw the start of the collaboration with one of the leading logistics service providers and freight forwarders for the fashion and luxury industry in Asia. With the opening of an exclusive logistics platform based in Hong Kong, it has become possible to serve not only the local market, but all APAC countries, and to further improve the level of service, shortening the replenishment time for customers and to supply points of sale, with greater efficiency of logistical flows.

In October 2018, Marcolin regional office in Hong Kong doubled its office space moving to a superior and prestigious location within the Harbour City shopping complex overlooking the magnificent Victoria Harbour View, the pulsating heart of the city and one of the world's most renowned and exclusive luxury shopping streets. The new office also houses a large showroom, sales offices, as well as a new team dedicated to Hong Kong's local market.

About Marcolin Group

Marcolin Group, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, continuous innovation and a unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, Bally, Moncler, Ermenegildo Zegna, Roberto Cavalli, Atelier Swarovski, Tod's, Emilio Pucci, Balenciaga, Swarovski, Dsquared2, Guess, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Montblanc, Timberland, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2017, the company sold about 14 million eyeglasses.

www.marcolin.com

Marcolin Group contacts:

Serena Valente

Worldwide Head of Communication & Events

+39 02 76387611

svalente@marcolin.com

Community, Strategic Communications Advisers

+39 0422 416 111 / +39 02 89404231

Auro Palomba

Giuliano Pasini +39 335 6085019

giuliano.pasini@communitygroup.it

Investor Relations

Sergio Borgheresi

+39 0437 777111

invrel@marcolin.com