

For Immediate Release

MARCOLIN BOOSTS ITS PRESENCE IN CHINA OPENING A NEW OWN SUBSIDIARY IN SHANGHAI

Longarone (Belluno), July 12, 2021 – Marcolin, a global leading company in the eyewear industry, announces the opening of its own subsidiary in Shanghai.

The company has been present in the Chinese market for seven years through a JV company with Ginko Group, a longstanding operator in the local eyewear market that has allowed the group to fully understand the potential of this country and future opportunities.

To further enhance the commercial presence in the country and, as part of the greater corporate strategy, consolidate to a direct presence in key-markets, Marcolin Shanghai will closely support local stakeholders, while improving and quickening responses to consumer needs. The new subsidiary will increase organic growth in the market and secure the supply chain, while market specific products, as it relates to fitting and design processes, will benefit through close development with Chinese key account clients.

The new branch is based at Plaza 66, Jing'an District, a modern, important commercial and business complex in downtown Shanghai, where it will host all corporate functions and departments, including HR, Finance, Design, Sales, Customer Service, Marketing and Supply Chain.

Kevin Cheung, Marcolin Head of APAC, commented: *“China is likely to be one of the few major economies to expand in the near future. We are thrilled that our company decided to invest here, opening its own subsidiary even in this historical period. We look at 2021 and the years to come with optimism. The new branch will cover the whole of Mainland China, in conjunction with the other subsidiaries of the Asia Pacific Region: Hong Kong, Singapore and Sydney”.*

Marcolin's global network consists of 14 worldwide branches, in Europe (Benelux, DACH, France, Italy, Nordics, Spain, UK), Russia, the Americas (US, Brazil), Asia (Hong Kong, Shanghai, Singapore) and Australia (Sydney), 2 joint ventures (Mexico, UAE) and distributes its products in more than 125 countries.

About Marcolin:

Marcolin is a worldwide leading company in the eyewear industry founded in 1961 in the heart of the Veneto district. It stands out for the unique ability to combine craftsmanship with advanced technologies through the constant pursuit of excellence and continuous innovation. The portfolio includes the house brands Web, Marcolin and Viva and the licensed brands Tom Ford, Guess, adidas Sport, adidas Originals, Bally, Moncler, Max Mara, Sportmax, Ermenegildo Zegna, Longines, OMEGA, GCDS, Barton Perreira, Tod's, Emilio Pucci, BMW, Swarovski, MAX&Co., Covergirl, Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano, Skechers and Candie's.

Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries.

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