

For Immediate Release

MARCOLIN ANNOUNCES A THREE-YEAR PARTNERSHIP WITH TREEDOM AND TIMBERLAND EYEWEAR

Longarone (Belluno), 7 September 2021 – Marcolin, a worldwide leading company in the eyewear industry, announces a three-year partnership with Treedom, a global web platform to promote the planting of trees and forests worldwide with the aim of making the planet greener.

Always keen to the evolution of manufacturing and consumption and their impact on the environment, Marcolin has chosen together with Timberland Eyewear, part of its portfolio since 2003, to collaborate with Treedom to develop sustainable projects with partners who care about the future of the planet. Timberland, together with Treedom, is committed to plant 50 million trees around the world by 2025. The two companies already begun to plant the Timberland Forest in the North region of the Daka River in Ghana as part of Africa's "Great Green Wall" project.

Treedom.net is the first website that allows anyone to plant a tree remotely and follow the story of the project. Every tree has an online page, geolocated and photographed, with regular updates posted in an online Tree Diary that can be given as a gift via message or email. Founded in Florence, Italy, in 2010, Treedom has planted over 2 million trees to date, with the support of over 120,000 farmers in 17 countries worldwide. Thanks to the environmental benefits (including offsetting CO2 emissions, sustaining biodiversity, and fighting soil erosion and deforestation) and social benefits (training, food security, empowerment, and revenue/profitability) deriving from planting trees, Treedom's innovative social business model has been accredited as a Certified B Corporation, which is awarded to companies that meet the highest standards of verified social and environmental performance.

This new partnership between Marcolin and Treedom will create a long-lasting bond between people, communities and territories in which they live. This synergic project is based upon a strategy of connections and authentic progressive energy aimed to transform the adventure of change into awareness and shared responsibility.

Thanks to its solid relationship with Timberland Eyewear, Marcolin will support the planting of 10,000 trees by Treedom, all geolocated with ID codes to allow each customer/supporter to observe its growth and the benefits that Nature will offer each community and the entire planet.

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.
www.marcolin.com

About Treedom

Treedom.net is the first website that allows anyone to plant a tree from a distance and follow the story of the project where it will be planted. For transparency, every tree is geolocated and photographed, and regular updates are published on the online Tree Diary. Since its founding in Florence, Italy in 2010, Treedom has planted more than 2 million trees, with the support of over 100,000 farmers in 17 countries around the world (across Africa, Asia, South and

Central America and Italy). By planting in agroforestry systems, Treedom brings environmental benefits (absorbing CO₂ emissions, supporting biodiversity, combating soil erosion and deforestation, etc.), as well as social benefits (education, food security, empowerment, income opportunities, etc.). Due to this innovative social business model, Treedom was given B Corp certification in 2014, becoming part of the network of companies that stand out for high environmental and social performance.

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