



For Immediate Release

MARCOLIN AND HARLEY-DAVIDSON STRENGTHEN THEIR WORLDWIDE EYEWEAR RELATIONSHIP THROUGH 2027

Longarone (Belluno), January 11, 2023 – Marcolin and Harley-Davidson Motor Company announce today the renewal of their licensing agreement for the design, manufacturing, and worldwide distribution of optical frames and sunglasses branded Harley-Davidson®. This new arrangement now includes the addition of Performance and Protective sunglasses designed for on- the-bike use.

The relationship, started in 2013 following the Viva International acquisition by Marcolin, envisages a further six-year extension until December 31st, 2027. Besides the manufacturing of Harley-Davidson eyewear for men and women, the two companies will enter a new global product segment, with performance sunglasses and protective eyewear designed for motorcycle riders. This new category of sunglasses will include foam linings & removable gaskets and will meet other applicable ANSI safety features such as high velocity and high mass impact. Marcolin will take their expertise in luxury & fashion eyewear and combine this with the rigorous testing needed to meet the proper protective eyewear standards to create eyewear designed for riders.

All Harley-Davidson branded eyewear by Marcolin will continue to include key iconic elements such as subtle logo integration, motorcycle inspired detailing, and designs influenced by H-D.

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 brand portfolio includes: TOM FORD, Guess, adidas Sport, adidas Originals, Bally, Moncler, Max Mara, Sportmax, Zegna, Longines, OMEGA, GCDS, Barton Perreira, Tod's, Pucci, BMW, Swarovski, MAX&Co., Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano, Skechers and Candie's. Among the house brands: WEB Eyewear, Marcolin and Viva. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries. www.marcolin.com

About Harley Davidson

Harley-Davidson, Inc. is the parent company of Harley-Davidson Motor Company and Harley- Davidson Financial Services. Our vision: Building our legend and leading our industry through innovation, evolution and emotion. Our mission: More than building machines, we stand for the timeless pursuit of adventure. Freedom for the soul. Since 1903, Harley-Davidson has defined motorcycle culture with an expanding range of leading-edge, distinctive and customizable motorcycles in addition to riding experiences and exceptional motorcycle accessories, riding gear and apparel. Harley-Davidson Financial Services provides financing, insurance and other programs to help get Harley-Davidson riders on the road. Learn more at www.harley-davidson.com.

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