

For Immediate Release

MARCOLIN JOINS ALTAGAMMA

Longarone/Milan, February 13, 2024 – **Marcolin**, a worldwide leading group in eyewear, **is pleased to announce it has joined the Altagama Foundation**, which since 1992 has incorporated the top high-end Italian Cultural and Creative Companies.

The history of Marcolin has its roots in the heart of Italy's eyewear district, in Longarone. Over the years, Marcolin has been able to stay true to its origins, while constantly transforming and innovating its Longarone headquarters, turning it into a place where quality products are manufactured but also in the heart of a network of relations and collaborations with dozens of partners all around the world.

Altagama's mission is to promote the competitiveness of its Members, while contributing to the country's economic growth. The Foundation gathers brands recognized globally as ambassadors of our lifestyle and – in line with other European associations – promotes one of the key industries both in Italy and Europe. The high-end industry is a symbol of our values and of our manufacturing excellence worldwide, as well as a sector where Italy is recognized as an undisputed leader internationally. The global luxury industry accounts for approximately 1500 billion euros and, according to Altagama, is destined to continue to grow over the next years, regardless of economic uncertainty.

Marcolin will be the only Altagama member from the eyewear industry and will join the other 115 member companies, which include brands operating in a variety of sectors, such as fashion, design, jewelry, food, hospitality, automotive, yachts. Together, they account for over 10,000 years of history, with an average company lifespan of 90 years.

About Marcolin:

Marcolin is a worldwide leading group in the eyewear industry founded in 1961 in the heart of the Veneto district, Italy. 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 house brands (WEB EYEWEAR, ic! berlin), as well as licensed brands: TOM FORD, Guess, adidas Sport, adidas Originals, Christian Louboutin, Max Mara, Zegna, GCDS, MAX&Co., MCM, Tod's, Pucci, BMW, Kenneth Cole, Timberland, GANT, Harley-Davidson, Marciano and Skechers. Through its own direct network and global partners, Marcolin distributes its products in more than 125 countries. At the end of 2022, Marcolin Group counted about 2,000 employees and net sales of €547.4 million.

www.marcolin.com

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ALTAGAMMA FOUNDATION

Since 1992, Altagama Foundation has incorporated High-End Cultural and Creative Companies, which promote Italian excellence, uniqueness and lifestyle worldwide. With a unique cross-sectoral approach, Altagama has 115 member brands from seven different industries: fashion, design, jewelry, food, hospitality, automotive and yachts. Altagama's mission is to boost the growth and competitiveness of Italy's cultural and creative companies, thus making an effective contribution to the country's economy. The high-end sector has a turnover of € 144 billion, and accounts for 7.4% of Italy's GDP. Exports account for around 50% of the industry's revenues. The sector employs 1,922,000 people directly and indirectly, i.e. 8.2% of the Italian workforce. www.altagama.it

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