

## **MARCOLIN AND SOVER-M SIGN A JOINT VENTURE FOR THE RUSSIAN MARKET**

Moscow, 15<sup>th</sup> December 2014 – Marcolin SpA, a worldwide leading eyewear company, announced today to have signed a joint venture agreement with Victoria Chizhova, Founder and General Director of the longstanding Russian operator in the eyewear market, Sover-M.

Carried out as part of Marcolin's international expansion plan, the transaction strengthens and broadens the distribution of its products throughout the Russian territory, creating the conditions for direct management of that market.

Marcolin will control 51% of the Sover-M, distributing all the products in Marcolin's brands portfolio.

Valerio Giacobbi, General Manager of Sales, Marketing and Business Strategies of Marcolin, in Moscow to sign the deal, said: *"The signing of this agreement is a further step in the direction already taken by Marcolin to combine extreme care of our brands portfolio with increasingly direct, selective presence in the major global markets. A partnership in this region, made possible with the support of a strong partner like Sover-M, will help to strengthen and balance our business in this important market."*

Victoria Chizhova, Founder and General Director of Sover-M added: *"We're very pleased to join Marcolin Group, a company that we always admire for its strength in product and brand development, to foster the distribution of its large portfolio in our Country."*

### **About Marcolin**

Marcolin is among the leading companies for eyewear and stands out in the luxury sector for high quality of products, focus on details and a prestigious distribution network. In 2013, the company sold about 13,4 million eyeglasses with more than 1350 models.

In December 2013, Marcolin finalized the acquisition of Viva International Group significantly strengthening its brands portfolio and the distribution structure, particularly in the U.S.

Currently the company portfolio of brands includes: Tom Ford, Balenciaga, Ermenegildo Zegna, Agnona, Montblanc, Roberto Cavalli, Tod's, Emilio Pucci, Swarovski, DSquared2, Diesel, Just Cavalli, Cover Girl, Kenneth Cole New York, Kenneth Cole Reaction, Timberland, GUESS, GANT, Harley-Davidson®, Marciano, Catherine Deneuve, SKECHERS, BONGO®, CANDIE'S®, RAMPAGE®, Viva, Magic Clip®, Savvy, Marcolin, National and Web.

### **About Sover-M**

Sover-M is one of the leading distributors in the market. For more than 20 years it has been distributing luxury sector eyewear. Moreover, it has an exclusive right to supervise production and distribution of eyewear collection under VALENTIN YUDASHKIN trademark.

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