

FOR IMMEDIATE RELEASE

**MARCOLIN GROUP AND BALLY SIGN A WORLDWIDE
EXCLUSIVE EYEWEAR LICENCE AGREEMENT**

Longarone (BL), May 30, 2018 — Marcolin Group, one of the leading companies in the eyewear industry, and Bally, the historic Swiss luxury brand, have announced today the signing of an exclusive worldwide license agreement for the design, production and distribution of sunglasses and optical frames for women and men with the Bally brand.

The agreement will last for five years, up to December 2023, with the possibility of a renewal for another four years.

A preview launch of the eyewear collection is to be held for the Asian market, later extending to the rest of the world.

The Swiss label, introduced as a footwear brand over 160 years ago, today offers a complete luxury lifestyle, crafting desirable quality products thanks to a blend of artisan skills and innovation, function and elegance, values at the centre of both Bally and Marcolin Group's philosophy.

Massimo Renon, Marcolin Group CEO, declared: *"We're excited to embark on this collaboration, becoming the exclusive partner for the brand's eyewear category. Pioneers of production techniques, innovation and design, Bally shares a selective approach with our Group, aimed at qualitative perfection and ongoing research. The decision to present Bally in Asia is part of the focus strategy and new investments on this market, one of the most important for the Marcolin Group. This market was chosen as a launch pad for the first Bally eyewear collection into which we will transfer the distinctive features of the brand, reinterpreted according to our know-how."*

Frédéric de Narp, Bally Group CEO, added: *"We are delighted to have teamed up with Marcolin Group, an exceptional partner with great expertise and quality. Marcolin Group's know-how combined with Bally's signature style and flair, make the perfect recipe for the hottest eyewear. The choice to launch in Asia was simple – it is a market close to Bally's heart, and home to some of the world's most discerning and fashion forward clients - the best take-off pad for this fantastic new collection!"*

About Marcolin Group

Marcolin Group, among the worldwide leading companies in the eyewear industry, stands out for the pursuit of excellence, continuous innovation and a unique ability to faithfully combine design and Italian craftsmanship with the core values of each brand.

The brand portfolio includes: Tom Ford, Moncler, Ermenegildo Zegna, Roberto Cavalli, Atelier Swarovski, Tod's, Emilio Pucci, Balenciaga, Swarovski, Dsquared2, Guess, Diesel, Just Cavalli, Covergirl, Kenneth Cole, Montblanc, Timberland, Gant, Harley-Davidson, Marciano, Catherine Deneuve, Skechers, Candie's, Rampage, Viva, Marcolin and Web.

In 2017, the company sold about 14 million eyeglasses.

www.marcolin.com

About Bally

Bally is a Swiss luxury brand established in 1851, anchored in an exceptional heritage of shoemaking.

Today the brand offers unique designs across shoes, accessories and ready to wear, driven by a strong, retro sportswear aesthetic.

www.bally.com

Marcolin Group contacts:

Serena Valente

Worldwide Head of Communication & Events

+39 02 76387611

svalente@marcolin.com

Community, Strategic Communications Advisers

+39 0422 416 111 / +39 02 89404231

Auro Palomba

Giuliano Pasini +39 335 6085019

giuliano.pasini@communitygroup.it

Investor Relations

Sergio Borgheresi

+39 0437 777111

invrel@marcolin.com

Bally contacts:

Oliver James Chidley

Head of Global PR & Events BALLY

+39 02 5841 1124

Ochidley@bally.ch