



## **SAFILO PARTNERS WITH INTERAXON**

### **SAFILO<sup>X</sup> BRAIN SENSING EYEWEAR ENABLING MENTAL FOCUS**

- **First ever brain sensing eyewear platform, built in partnership with Interaxon Inc.**
- **Iconic eyewear design, with style, perfect fit, and high quality comfort, from world renowned eyewear creator**
  - **Enabling mental focus for enhanced performance and personal well being**
    - **SAFILO<sup>X</sup> will be presented by Interaxon at CES 2017**

**Padua/Toronto, December 21, 2016** – SAFILO Group, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, and Interaxon Inc., the world leader in consumer brain sensing technology, today announced a strategic research and development partnership and licensing agreement.

This partnership enables SAFILO's entry into wearable technology, under the name of SAFILO<sup>X</sup>.

“SAFILO<sup>X</sup> is the perfect intersection of our renowned iconic eyewear design and authentic quality craftsmanship dating back to 1878, the leading brain sensing technology application, and today's most coveted consumer search to master mental focus and strength to achieve enhanced personal performance and well-being,” said Luisa Delgado, CEO of SAFILO. “It is neither another example of technology mounted on frames, nor technology for its own sake. With SAFILO<sup>X</sup> our Group leverages its legendary Passion for Product and People for a wearable eyewear proposition of unparalleled fit and comfort, aspirational design and style, and compelling consumer relevance.”

SAFILO has chosen to partner with Interaxon Inc., a Canadian company and a world leader in sparse EEG (electroencephalography) brain sensing technology. Today, Interaxon's Muse technology enables consumers, athletes, coaches, clinicians, and healthcare professionals to enhance their and their clients' personal wellness by helping them improve their mental focus. Interaxon's technology has been validated scientifically with more than a 100 brain research partnerships around the world, from institutes including the Rotman Research Institute at Baycrest, MIT, McMaster University, NASA, and IBM.

Scientific research partnerships involving SAFILO<sup>X</sup> are already underway, and involve leading Canadian neuroscience researchers at institutes including the University of Toronto, the University of Victoria, and furthermore a study by Michela Balconi, Professor of Neuropsychology and Cognitive Neuroscience, Head of Research Unit in Affective and Social Neuroscience, at the Cattolica University of Milan.

“With SAFILO<sup>X</sup>, Interaxon becomes broadly accessible via a premier lifestyle brand, iconic design and stylish accessory. We are excited to spread the positive impact of our technology through Safilo's authentic quality and aspirational style,” said Derek Luke, CEO of Interaxon.

Interaxon and Safilo have been exploring their first eyewear developments in undisclosed work over the past 12 months. To develop this eyewear platform, the partner companies have established a team of experts devoted to the seamless integration of invisible brain sensing technology with stylish product design, development, and engineering, resulting in technology that is invisible to the user, but with a relevant functionality and aspirationally styled design.

SAFILO<sup>X</sup> will first be offered via the Group's SMITH performance eyewear brand.

Interaxon Inc. will be presenting the partnership at the Consumer Electronics Show in Las Vegas January 5-8, 2017.

#### **About Interaxon**

At Interaxon, we develop engaging experiences using brainwave-sensing technology designed to help you free yourself from physical, emotional and mental obstacles so you get more out of every moment. Our mission is to enable you to live a happier, healthier and more connected life with leading brainwave technologies and experiences. Our flagship product is the Muse headband, a sensory headband that is designed to help you meditate by providing you real-time audio and visual feedback on your meditative state through the Muse companion app. More information about Interaxon and the Muse headband is available at <http://www.choosemuse.com/>.

#### **About Safilo Group**

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 39 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Gucci, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2015 Safilo recorded net revenues for Euro 1,279 million.

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