



ITALIA INDEPENDENT



PACHA AND ITALIA INDEPENDENT SIGN A LICENSING AGREEMENT FOR THE CREATION OF EYEWEAR COLLECTIONS

Milan, June 15 2021 - **Pacha and Italia Independent** are proud to announce the signing of an agreement - lasting three years - for the creation of eyewear collections under licence.

Pacha Group - the Spanish holding company that owns and manages the Pacha Brand, one of the most iconic and globally well-known lifestyle and entertainment brands, and **Italia Independent**, a brand founded by Lapo Elkann, one of the most innovative companies on the global eyewear market, join forces for the development of unique products.

The first co-branded collection will make its debut in July 2021 and will be available at Pacha and Italia Independent stores and on the e-commerce platforms of both brands.

"I'm excited about this venture with an international group like Pacha, which has a history of success spanning more than fifty years; in the '60s and '70s, Pacha helped turn Ibiza - a magical and uncontaminated place with a perfect balance between the material and spiritual spheres – into a global fashion and trend icon. Pacha's independence, style, irreverence and foresight are also Italia Independent's founding values : speaking the same language, looking in the same direction, sharing values and ideals, albeit with different goals and histories, are the perfect starting point from which to offer the market innovative, iconic and successful products".

Lapo Elkann, Founder and Creative Director of Italia Independent

"The synergy between Italia Independent and an international group of the calibre of Pacha - a landmark of entertainment in Europe and beyond - represents a further step forward for our Company along the path of the 2020-2024 Plan. A path that is also based on selective licences, collaborations and sponsorships, one of great prestige and international scope, which are essential to allow the Italia Independent Group rapid global growth. The products – resulting from this venture - shall be more than capable of representing the disruptive, strongly characterising and extremely identifying nature of both brands".

Marco Cordeddu, CEO of Italia Independent

"Alongside the international expansion of Pacha Group's entertainment offerings, the brand has consolidated its position in the lifestyle sector signing a licensing agreement with one of the most innovative company in the eyewear industry".

Fabio Lenzi, Group Brand Development Director of Pacha Group

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CAPITALE SOCIALE SOTTOSCRITTO € 1.000.000,00 INTERAMENTE VERSATO

PARTITA IVA: 09424180017 UNICO SOCIO

DIREZIONE E COORDINAMENTO: ITALIA INDEPENDENT GROUP S.P.A.



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About Pacha Group

Pacha Group is an international holding company that operates in the music, leisure, entertainment, hospitality, fragrance and fashion sectors, among others, with a large international presence through its brands: Pacha Ibiza (Night club), Lío, Destino Pacha Resort and The Pacha Hotel. A business group characterized by exporting the Ibiza lifestyle to the whole world, a carefree, fun, sophisticated lifestyle committed to the environment and the people of the island.

About Italia Independent

Italia Independent Group S.p.A. - Listed company (IIG - AIM Italia/Alternative Capital Market) - is one of the top sunglass and eyeglass frame design and distribution companies. Thanks to its expertise in product design, even outside the industry, it boasts numerous commercial collaborations, including companies whose core business is not eyewear. These initiatives allow the Italia Independent brand to strengthen its global awareness by leveraging communication, style and design.

Italia Independent's portfolio includes the brands owned by Italia Independent and Laps Collection, as well as licenced brands: Hublot (LVMH group), CR7 - Cristiano Ronaldo.

The Italia Independent model focusses on creative ability, qualitative product development and wholesale distribution. The distribution model allows full appreciation of the utmost product quality and a distribution policy that is customised according to the needs of the various brands.

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