

# Bit Market Services

Informazione Regolamentata n. 0742-30-2015	Data/Ora Ricezione 19 Novembre 2015 17:34:30	MTA
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Societa' : GEOX  
Identificativo : 66065  
Informazione  
Regolamentata  
Nome utilizzatore : GEOXN04 - Libralesso  
Tipologia : IROS 13  
Data/Ora Ricezione : 19 Novembre 2015 17:34:30  
Data/Ora Inizio : 19 Novembre 2015 17:49:31  
Diffusione presunta  
Oggetto : New Distribution Agreement in China

*Testo del comunicato*

Vedi allegato.



PRESS RELEASE

## **GEOX GROUP – SIGNED AN IMPORTANT AGREEMENT WITH POU SHENG INTERNATIONAL FOR THE DISTRIBUTION OF GEOX PRODUCTS IN THE CHINESE MARKET**

**November, 19 2015** – Geox S.p.A., one of the leading brands worldwide in the lifestyle footwear market, listed on the Milan Stock Exchange (MSE: GEO.MI), has signed an important distribution agreement with Pou Sheng International, listed on the Hong Kong Stock Exchange, one of the leading retailers in China in the lifestyle and sportswear market.

The agreement includes the exclusive distribution of Geox adult collections in China and the opening of 350 new stores in the first 5 years, both monobrand and shop in shop in high end footwear specialist retailers, shopping mall and department stores of prime importance.

Mario Moretti Polegato, Chairman and founder of Geox, commented: “I am very satisfied with this strategic agreement aimed at developing properly our brand distribution in China where, in our directly operated stores in Shanghai and Beijing, Geox has already demonstrated to have strong potential.

I believe the partnership with Pou Sheng is extremely relevant as it merges the Geox mission of improving everyday life of our endorsers, through our breathable innovations, with a partner whose enlightened mission is providing services and products that promote high quality of living and healthy lives and whose goal is to be the customers number one choice and the brand’s best partner in China through the strongest and most innovative multichannel retail network”.

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### **FOR MORE INFORMATIONS**

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### **GEOX GROUP**

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The Geox Group operates in the classic and casual footwear sector for men, women and children, with a medium/high price level, and in the apparel sector. The success of Geox is due to the constant focus on the application of innovative solutions and technologies on the product that guarantee both impermeability and breathability. Geox is one of the leading brands in the “International Lifestyle Casual Footwear Market”. Geox technology is protected by over 60 different patents registered in Italy and extended internationally.

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Fine Comunicato n.0742-30

Numero di Pagine: 3