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PRESS RELEASE

**Salvatore Ferragamo S.p.A.
Presents the Action Plan of the New Management**

- **The Group aims for a significant improvement in terms of turnover and sales growth per square meter in its stores.**
- **Focus on 4 main strategic growth drivers.**

Florence, February 3, 2017 – Salvatore Ferragamo S.p.A. (MTA: SFER), one of the world's top player in the luxury industry, has presented the action plan of the new Management, during its Investor Day, that took place at its headquarters in Florence.

After the welcome speech of the Chairman, Ferruccio Ferragamo, the CEO, Eraldo Poletto, supported by the CFO, Ernesto Greco, has illustrated the Group's strategy, focused on four main growth drivers, which aim to further strengthen the relationship with customers.

Enhancing the Brand's momentum; nurturing product innovation and creativity; guaranteeing a unique customer experience; investing in specific retail knowledge. These are the pivotal elements of the plan.

The Group aims for a significant improvement of turnover and sales growth per square meter in its stores, of its profitability, and a strict control in terms of OPEX and CAPEX.

Both the transcript of the presentation and its on demand version will be available for three months on the Company website (<http://www.ferragamo.com>).

The manager mandated to draft the corporate accounting documents, Marco Fortini, pursuant to article 154-bis, paragraph 2, of Legislative Decree no. 58/1998 (Consolidated Financial Law), hereby declares that the information contained in this Press Release faithfully represents the content of documents, financial books and accounting records.

Salvatore Ferragamo S.p.A.

Salvatore Ferragamo S.p.A. is the parent Company of the Salvatore Ferragamo Group, one of the world's leaders in the luxury industry and whose origins date back to 1927.

The Group is active in the creation, production and sale of shoes, leather goods, apparel, silk products and other accessories, along with women's and men's fragrances. The Group's product offer also includes eyewear and watches, manufactured by licensees.

Salvatore Ferragamo

The uniqueness and exclusivity of our creations, along with the perfect blend of style, creativity and innovation enriched by the quality and superior craftsmanship of the 'Made in Italy' tradition, have always been the hallmarks of the Group's products.

With approximately 4,000 employees and a network over 680 mono-brand stores as of 31 December 2016, the Ferragamo Group operates in Italy and worldwide through companies that allow it to be a leader in the European, American and Asian markets.

For further information:

Salvatore Ferragamo S.p.A.

**Paola Pecciarini
Group Investor Relations**

Tel. (+39) 055 3562230
investor.relations@ferragamo.com

Image Building

**Giuliana Paoletti, Mara Baldessari, Alfredo Mele
Media Relations**

Tel. (+39) 02 89011300
ferragamo@imagebuilding.it

This Press Release is also available on the website <http://group.ferragamo.com>, in the section "*Investor Relations/Financial Press Releases*".

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