

GEOX S.P.A.

Via Feltrina Centro, 16

31044 Biadene di Montebelluna (TV)

Number of registration in the Companies Register of Treviso, fiscal code and VAT no. 03348440268

Economic and Administrative Register 265360

Share capital € 25,920,733.10 fully paid up

NOTICE OF CALL OF THE ORDINARY SHAREHOLDERS' MEETING

Shareholders are called to the Ordinary Shareholders' Meeting at "Villa Sandi", via Erizzo n. 105, Crocetta del Montello (Treviso), in first call on 21 April 2011 at 10 a.m. and, if necessary, in second call on 22nd April 2011, at the same place and time, to deliberate on the following

Agenda

1. approval of the Financial Statements as at 31 December 2010; presentation of the management report of the Board of Directors, the report of the Board of Statutory Auditors and the report of the Auditing Company; destination of profits for the year. Presentation of the Consolidated Financial Statements as at 31 December 2010;

1.1 approval of the Financial Statements as at 31 December 2010; presentation of the management report of the Board of directors, the report of the Board of Statutory Auditors and the report of the Auditing Company. Presentation of the Consolidated Financial Statements as at 31 December 2010;

1.2 destination of profits for the year;

2. approval of a new stock option plan; relevant and resulting resolutions.

Information on share capital: in compliance with art. 5 of the Articles of Association, share capital is equal to Euro 25,920,733.10 and is composed of 259,207,331 ordinary shares with a face value of 0.10 Euro each. The shares are indivisible and each share gives the right to one vote. As of today, the Company does not hold any own shares.

Participation at the Shareholders Meeting: in compliance with art. 12 of the Articles of Association, subjects resulting as holders of shares on the seventh open market day prior to the date of the Shareholders Meeting, i.e. on 12 April 2011 (the "record date"), and who have notified their intention to attend the Shareholders Meeting through the authorised intermediary, in compliance with legal provisions and applicable regulations are entitled to participate and vote at the Shareholders Meeting. Those resulting as holders of shares only after the record date are not legitimised to participate and vote at the Shareholders Meeting.

Subjects legitimised to participate and vote at the Shareholders Meeting may be represented through a written proxy, using the special form available at the Offices of the Legal and Corporate Affairs Division of Geox S.p.A., via Feltrina Centro n. 16, 31044 Biadene di Montebelluna (TV) and on the internet site of the Company www.geox.com, in the "shareholders meeting 2011" section. The form is also made available at the authorised intermediaries. The proxy can be notified to the Company by post sending it by registered letter to the registered offices of the company or by notification by e-mail to the certified e-mail address societario@pec.geox.com. Any prior notification of the proxy does not exempt the delegated person, during accreditation to access the discussions of the shareholders meeting, from the obligation to certify the conformity to the original of the notified copy and the identity of the delegating party.

The proxy with voting instructions, on all or some of the proposals on the agenda, can be granted, without expenses for the shareholder, to Istifid S.p.A. Società Fiduciaria e di Revisione (Trust and Auditing Company) with headquarters in Milan, as the representative appointed by the Company in compliance with art. 135-undecies, L.D. no. 58/98 (the "FCA"), on condition that the original of it

reaches the same subject, by the end of the second day of the open market prior to the date of the Shareholder's Meeting in first call (i.e. on 19 April 2011).

Any proxy issued to Istifid S.p.A. Società Fiduciaria e di Revisione does not have effect with regard to the proposals for which voting instructions have not been given. The proxy and the voting instructions may be repealed by the end of the second open market day prior to the date fixed for the Shareholders Meeting in first call (i.e. by the end of 19 April 2011).

The proxy form and the relevant instructions are available at the registered offices and on the Company's web site www.geox.com, in the "Shareholders Meeting 2011" section.

Art. 12 of the Articles of Association states that those entitled to the right to vote may exercise the right to vote electronically by certified e-mail in compliance with the laws, the relevant regulatory provisions and the provisions possibly contained in the general shareholders' meeting regulations. Pending the relevant amendments to the general shareholders' meeting regulations to which the efficacy of the above-mentioned provision of the articles of association is subject, as laid down by art. 12 of the Articles of Association, votes may not be expressed electronically in relation to the Shareholders Meeting called with this notice.

Subjects legitimised to take part in the Shareholders Meeting are invited to present themselves at least half an hour before the start of the discussions of the Shareholders Meeting in order to facilitate registration operations.

Right to ask questions before the Shareholders Meeting: in compliance with art. 127-ter, of the FCA, shareholders may also ask questions on the topics on the agenda, also before the Shareholders Meeting, by registered letter with return receipt to be sent to the Legal and Corporate Affairs Division of Geox S.p.A., via Feltrina Centro n. 16, 31044 Biadene di Montebelluna (TV), or by certified e-mail to the address societario@pec.geox.com accompanied by the appropriate certification issued by the intermediaries with whom the shares owned by the shareholders are lodged or by the communication for legitimation to take part in the Shareholders Meeting and to exercise the voting right. Answers will be given to such questions at the latest during the Shareholders Meeting, with option for the Company to provide a joint answer to questions having the same content.

Integration of the agenda: in compliance with art. 10 of the Articles of Associations, shareholders who, also jointly, represent at least one fortieth of share capital, may ask, within 10 days of publication of the Shareholders Meeting call notice (i.e. by April 1st, 2011), unless a different deadline is laid down by law, integration of the list of topics to be discussed, indicating in the request the topics proposed, within the limits and with the procedures laid down by applicable legal and regulatory provisions, by an original signed letter to be addressed to the Legal and Corporate Affairs Division of Geox S.p.A., together with a report on the topics whose discussion is proposed. Integration is not allowed for topics on which the shareholders meeting deliberates, in compliance with the law, on the proposals of board members or on the basis of a project or of a report prepared by them.

Any integrated list of the topics to be discussed during the meeting will be published with the same procedures as this notice, at least fifteen days before the Shareholders Meeting.

Documentation: the documentation relating to point two on the agenda is at the disposal of the public at the registered offices of the Company, at Borsa Italiana S.p.A. and is published on the internet site www.geox.com, in the "Shareholders Meeting 2011" section. The remaining documentation useful for the Shareholders Meeting will be published according to the procedures and time limits laid down by the law.

Note that, in compliance with art. 125-quater of the FCA, the following documents or information are made available on the internet site of the Company www.geox.com: (i) the documents which

will be submitted to the Shareholders Meeting; (ii) the forms which Shareholders have the right to use for voting by proxy; and (iii) information about the amount of share capital of the Company with indication of the number and category of shares into which it is divided.

Biadene di Montebelluna (TV), 22 March 2011

On behalf of the Board of Directors
The Chairman
Mario Moretti Polegato