



THE BOARD OF DIRECTORS OF GEOX S.P.A. IS TO PROPOSE A NEW STOCK OPTION PLAN TO THE NEXT SHAREHOLDERS' MEETING

Biadene di Montebelluna, March 15, 2011– The Board of Directors of Geox S.p.A., listed on the Milan Stock Exchange (GEO.MI), has decided to submit a new stock option plan (the "Plan") to the next Ordinary Shareholders' Meeting called to approve the financial statements at December 31, 2010.

The Plan involves a maximum number of options equal to 6,500,000, which are valid for the subscription of 6,500,000 ordinary shares which form part of the increase in capital authorised by the Shareholders' Meeting held on December 18, 2008.

The participants in the Plan will be identified by the Board of Directors, on the proposal of the Compensation Committee, from among the directors, employees and contract staff of the Geox Group.

The Plan envisages two grant cycles, 2011 e 2012. The options will have a minimum vesting period of three years and it will be possible to exercise them from the date of board approval of the financial statements for the year ended December 31, 2013 and 2014 respectively.

Exercising the options will depend on and be proportional to the achievement of performance results based on the EBIT (Earnings Before Interest and Tax) shown in the Geox Group's 2011-2014 plan.

The strike price of the options is equal to the normal value of the shares at the grant date, as defined by art. 9, para. 4.a) of DPR 917 of December 22, 1986 (the Income Tax Consolidation Act), which corresponds to the straight average of the market prices posted in the last month of listing.

By implementing this Plan, the Company intends to promote and pursue the following objectives: to link the compensation of key resources to the Company's effective performance and to the creation of value for the Geox Group; to orient key resources towards strategies designed to pursue results in the medium/long term; to align the interests of Top and Middle Management to those of the shareholders and investors; and to introduce retention policies to raise the fidelity of key resources and to provide an incentive for them to stay with the Geox Group.

FOR MORE INFORMATIONS

INVESTOR RELATIONS

Marina Cargnello: tel. +39 0423 282476; cell. +39 334 6535536; ir@geox.com
Livio Libralesso, CFO
Massimo Stefanello, Corporate Managing Director

PRESS OFFICE

Thanai Bernardini: tel. +39 0423 282529; cell. +39 335 7245418

GEOX GROUP

The Geox Group operates in the classic, casual, and sport 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 leader in the Italian market in its own segment and is the second leading brand in the "International Lifestyle Casual Footwear Market" (Source: Shoe Intelligence, 2010). Geox technology is protected by over 50 different patents registered in Italy and extended internationally.
