

PRESS RELEASE

Biadene di Montebelluna, March 10, 2020 – On 8th March, the Italian Prime Minister issued a decree containing a number of urgent measures to combat the spread of the COVID-19 virus in Lombardy and 14 other regions in northern Italy. On 9th March, these measures were extended to the rest of the country.

The aim of these measures is to limit the contagion of the virus by significantly reducing mobility, instructing people to avoid going anywhere unless they absolutely have to, for example for work, health reasons or other necessities. These limitations, imposed until at least 3rd April 2020, include: the closure of all schools, the suspension of all sporting events and any kind of public or private event, the closure of museums and restricted opening hours for bars and restaurants (6am to 6pm), with everything remaining closed in the evening.

In this context, all shopping centres and medium and large-sized stores shall remain closed on Saturdays and Sundays. Although they can remain open during the week, shops must restrict the number of customers who enter in order to avoid too many people gathering in the same place, and must also guarantee that people keep a distance of at least one metre between themselves.

The situation is constantly evolving and a number of local authorities are calling for even greater restrictions on commercial activities, while trade associations are urging the government to adopt measures to support the economy, commerce in particular.

With Italy facing such exceptional circumstances, Geox firmly believes that its only priority at the moment should be to follow the government's instructions and endeavour to reduce the contagion in order to protect the health of its co-workers and customers. Geox has therefore decided to temporarily close all 150 directly operated stores (DOS) in Italy, extending the requirement to suspend activities to both weekdays and town centre shops until Sunday 15th March, when we will have a better understanding of how the situation is evolving. Geox reserves the right to extend this measure in line with the deadlines indicated by the Italian government. All aspects of the Group shall nonetheless remain fully operational, also thanks to the investments made in technology that facilitates smart working and online activities.

Mario Moretti Polegato, Chairman and founder of Geox, commented: "Never before has it been so important to pull together as a team. Institutions, enterprises and all citizens must come together to deal with this emergency. As a company, we feel extremely responsible towards all co-workers and customers who visit our stores, and their families. We have therefore decided to contribute to the collective effort being made in Italy by temporarily closing all of our stores in the country. We are solid and, once we've overcome this difficult time, I am absolutely confident about the future for this sector, for Italy and for Geox".

FOR MORE INFORMATION

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GEOX GROUP

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 Branded Casual Footwear Market". Geox technology is protected by 40 different patents and by 25 more recent patent applications.
