

Roberto Cavalli and Staff International:

Just Cavalli licensing partnership extended through 2031

March 25th, 2014. Roberto Cavalli and Staff International, a company within the OTB group, are pleased to announce the extension of their license agreement for the Just Cavalli brand, signed on January 2011, and consisting of a ten-year duration with a five-year renewal option.

Following the positive development of the business, this strong and successful partnership has been renewed eight years prior to the initial licensing agreement's date of expiration and extended for an additional five years, bringing it to a term of 15 years with a five-year renewal option.

The key elements terms of the license are unchanged and they includes the worldwide exclusivity for the design development, and also the production and distribution for all men's and women's Just Cavalli product categories such as apparel, bags, footwear and accessories, via three key channels: retail, wholesale and e-commerce.

The extension of the license is the direct result of the mutual satisfaction with regards to the results achieved so far, and furthermore it consolidates the foundations for an extremely ambitious and strategic business model which consist of an a further expansion of the brand, primarily through the retail channel.

"After just two years of partnership, the Just Cavalli brand is present in 80 countries, with a wholesale distribution in over 1,100 customers, and a retail network of 42 mono-brand points of sale worldwide, including two flagship stores in Milan and New York. The development plan for the next five years presents a sustained program of new openings in the main international cities – such as the highly anticipated London flagship store – for a total of 180 mono-brand stores, which are either directly operated or franchised. A further enhancement will be given to shop-in-shops and corners, and to the presence of Just Cavalli collections in major department stores and key specialty stores around the world. Also very important will be the development of the brand's e-commerce business which, over the last two years, saw a significant growth", says Ubaldo Minelli, CEO of Staff International.

"We are very satisfied with the results achieved by the Just Cavalli line thus far: in two years, thanks to the collaboration with Staff International, Just Cavalli has returned to being recognized as one of the world's most iconic brands within the casual and contemporary sectors" says Daniele Corvasce, CEO of Roberto Cavalli Group. "The resources, the enthusiasm and the expertise of Staff International has permitted us to re-launch and nurture the line, which Roberto particularly loves because it establishes a personalized, youthful sensibility that is global. The decision to extend the agreement was to

fold, as the superior results achieved thus far combined with the ambitious goal we share for the brand and its upcoming milestones”.

ROBERTO CAVALLI - Launched in the early 1970s, the Roberto Cavalli Group is one of the most renowned and respected “Made in Italy” brands due to the creativity and stylistic innovation that has always distinguished its apparel, footwear, handbags and accessory categories. The Roberto Cavalli Group is active in Italian and international markets with the first line "Roberto Cavalli", the casual and young line "Just Cavalli", the signature line "Cavalli Class" and a younger collection for teens "Roberto Cavalli Junior". All of the collections, designed for both women and men, are complemented by a wide range of products manufactured by licensees, which include among others: silk and cashmere accessories, eyewear, watches, perfumes, underwear and swimwear. The products of Roberto Cavalli Group are distributed in Italy and worldwide through an extensive network of 177 flagship stores that counts: 90 Roberto Cavalli (of which 44 owned), 42 Just Cavalli boutiques, 31 Cavalli Class boutiques, 14 Roberto Cavalli Junior, as well as a wide network of multi-brand shops. The Hospitality projects, Cavalli Club and Cavalli Cafè, as of today are a total of eight.

STAFF INTERNATIONAL - Staff International is the company of OTB group specialized in the product development, production and distribution of prêt-à-porter brands. It currently houses six licenses in its portfolio, with a grand total of 50 collections. In addition to Just Cavalli, Staff International’s diverse portfolio of brands include Maison Martin Margiela (and its contemporary line MM6), Viktor&Rolf, Dsquared2, Vivienne Westwood Red Label and Man, and Marc Jacobs Men. Staff International spans its presence through Italy, France, the United States, Japan and Asia Pacific, where the company directly controls sales showrooms and regional head offices, managing and supervising the distribution of all its licensed brands in wholesale, retail (operating over 140 mono-brand stores worldwide, between directly operated and franchised) and e-commerce. The company’s 2013 consolidated turnover surpassed 320M Euros, 80% of which generated outside of Italy.

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