



## VISIBILIA and Kappa® (BasicNet) Announce Exclusive Licensing Agreement

Visibilia, one of the leading European players in the eyewear market, and Kappa®, the iconic Italian sportswear brand renowned for its athletic heritage and contemporary style, have announced an exclusive licensing agreement for the design, production, and distribution of Kappa® eyewear.

The agreement will come into effect in the second half of 2025 and will remain valid until December 2030. The first Kappa® eyewear collections by Visibilia, comprising optical frames and sunglasses, will debut in August 2025, with deliveries scheduled for the fourth quarter of 2025.

These collections, reflecting Kappa®'s distinctive aesthetic, are designed for men, women, and young people. They will comprehensively address themes of basic, urban, and sportswear, with a detailed focus on the specific needs of the optical market.

The expertise of both companies in their respective fields, combined with a strong commitment to service, product excellence, and Italian design, forms the foundation for an innovative, forward-thinking, and long-term international collaboration. This partnership is further strengthened by Kappa®'s exceptional marketing experience and its clear focus on impactful communication.

*"We are thrilled to launch this collaboration with Kappa®, a brand we have long admired for its unique heritage and strong brand identity. Together, our goal is to open a new chapter for this iconic brand in the optical sector, supporting our growth in key markets and expanding our international presence,"* said Ralf Kmoch, Managing Director of Visibilia.

Alessandro Boglione, Executive Vice President of BasicNet and President of Kappa®, stated: *"The eyewear sector represents a natural extension of our brand, and with this exclusive license with Visibilia - a trusted leader in the industry - we are confident that Kappa® will continue to grow and solidify its position in the optical market, always staying true to our sports heritage and distinctive style."*

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### About Kappa®

Kappa® is a brand of BasicNet Group, which also owns the brands Robe di Kappa®, Jesus® Jeans, K-Way®, Superga®, Sabelt®, Briko® and Sebago®. BasicNet's leader brands are present in the sports and leisure apparel, footwear and accessories market. It operates worldwide through an international network of entrepreneurs, licensees of the brands, which produce or distribute the products. BasicNet offers to its network services of research, development, industrialization of the products and global marketing. All the company processes occur only through the Web, making BasicNet a "fully web integrated company". BasicNet, with headquarters in Turin, Italy, is listed at the Italian Stock Exchange since 1999.

### About Visibilia

Founded in Italy in 1992, Visibilia is a leading European eyewear company known for its dedication to quality, innovation, and customer service. With over 30 years of experience in the industry, Visibilia has become synonymous with quality and creativity, offering a diverse portfolio of eyewear collections that blend traditional craftsmanship with contemporary design, enhancing its presence in both established and emerging markets.