

**MASSIMO RENON APPOINTED  
CHIEF EXECUTIVE OFFICER OF BENETTON GROUP**

Ponzano, 9 March 2020. Massimo Renon has been appointed CEO of Benetton Group, effective April 2020.

UNITED COLORS  
OF BENETTON.

Born in 1970, Renon will join Benetton from Marcolin Group, one of the leading eyewear makers in the world, where he has been serving as CEO since 2017.

Renon holds a degree in Political Science with specialization in Business Management from Milan's SDA Bocconi and New York's Columbia University. He has gained significant national and global expertise. He began his career at sporting goods retailer Giacomelli Sport, then went on to eyewear maker Luxottica Group, where he acquired extensive international experience. In 2010 he joined sports car manufacturer Ferrari. Renon subsequently moved back to the eyewear sector, first in Safilo Group, then in Kering, where he took part in the establishment and start up of the Eyewear division.

With his arrival in Benetton Group, Renon's aim will be to implement the business relaunch process started by Chairman Luciano Benetton in 2018.

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