

Agios Stefanos, 24 September 2020

The Company with the name “Folli Follie Commercial Manufacturing & Technical Société Anonyme” and the distinctive title “FF GROUP” (hereinafter the “**Company**”), pursuant to article 14 para. 3 of L. 3556/2007 and decision no. 1/434/3.7.2007 of the Hellenic Capital Markets Commission and based on a relevant notification received by FMR LLC on 22 September 2020, announces that a significant change in the Company’s voting rights took place on 21 September 2020. Specifically, “Fidelity Management & Research LLC” (a company controlled by FMR LLC), which held 6,694,812 shares and 6,694,812 voting rights, representing 9.99% of the total voting rights, reduced its participation in the Company below 5%.

This announcement consists regulated information and is being published according to the provisions of article 10 of Greek Law 3556/2007 and decision no. 1/434/3.7.2007 of the Hellenic Capital Markets Commission.

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