



Essilor and Luxottica launch EssilorLuxottica 360, their first joint commercial program in the United States

Dallas & New York (August 17, 2020) – Essilor and Luxottica, subsidiaries of EssilorLuxottica, and Luxottica's EyeMed, have announced EssilorLuxottica 360, a new joint program that will drive growth for independent eyecare professionals across the U.S. Created at a time when independent ECPs are in need of greater support from the industry, [EssilorLuxottica 360](#) will help increase their traffic, visibility and capture rate, deliver added support around an enhanced patient experience and improve practice profitability.

ECPs working to build back their business in a tough environment will have the full power of Essilor and Luxottica behind them. Because patient traffic is the lifeblood of every practice, EssilorLuxottica 360 members will receive prioritized positioning across locators, as well as incremental patient traffic and visibility driven by advertising and preferred placement with EyeMed through its PLUS Provider program.

With the ECPs' virtual and social footprint growing in importance, EssilorLuxottica 360 will give members access to EssilorLuxottica's digital tools such as the Smart Shopper, which enhances the shopping experience, creates an endless aisle of products and styles to showcase and offers virtual try-on tools. Members will also have access to product customization tools for Ray-Ban and Oakley as well as Luxottica's digital windows. EssilorLuxottica has also invested in tools to help ECPs manage and amplify their own social media channels with branded content to drive consumers to their practice.

Giving independents a full picture view of their practice opportunities, the program will come with a Dashboard including frame and lens analytics. Members will also have access to an extensive training program, including product and category in-office and virtual training.

EssilorLuxottica 360 will be available to Essilor Experts and Essilor Partners that wish to strengthen their practice through Luxottica's brands and to Luxottica Gold and Diamond customers that wish to strengthen their practice through Essilor lenses. Members of EssilorLuxottica 360 will have access to special commercial terms on their Luxottica Frame and Essilor lens purchases.

"EssilorLuxottica 360 is the first EssilorLuxottica commercial program to launch and it's exclusive to independent doctors and opticians -- delivering on the power of a combined company that can only be felt through a fully integrated approach to eyewear and eyecare," said Rick Gadd, President, Essilor North America. *"We know the independent is the cornerstone to our industry's survival, and supporting them through these unprecedented times is critical to their success."*

"Now more than ever, independent eyecare professionals are looking to the industry for support and innovation. High-quality frames and lenses, better service, higher patient satisfaction, increasing sales, visibility and profitability – these are the avenues we focused on when building EssilorLuxottica 360 together," said Fabrizio Uguzzoni, President, Luxottica Wholesale North America. *"We are still at the beginning of our journey, but our goal is to be the best partner to the independents, creating more opportunities for them to grow and better serve their patients."*

For more information, ECPs can visit EssilorLuxottica360.com or contact their Essilor Account Executive or Luxottica Sales Consultant.

EssilorLuxottica is a global leader in the design, manufacture and distribution of ophthalmic lenses, frames and sunglasses. Formed in 2018, its mission is to help people around the world to see more, be more and live life to its fullest by addressing their evolving vision needs and personal style aspirations. The Company brings together the complementary expertise of two industry pioneers, one in advanced lens technology and the other in the craftsmanship of iconic eyewear, to set new industry standards for vision care and the consumer experience around it. Influential eyewear brands including Ray-Ban and Oakley, lens technology brands including Varilux® and Transitions®, and world-class retail brands including Sunglass Hut and LensCrafters are part of the EssilorLuxottica family.

In 2019, EssilorLuxottica had over 150,000 employees and consolidated revenues of Euro 17.4 billion.

The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices.

Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP.

CONTACTS

North-America Communications:

Luxottica - Jane Lehman Tel: 646 335 5200 - E-mail: JLehman@us.luxottica.com
Essilor - Holly Gillentine Tel: 214-762-5653 - E-mail: holly.gillentine@essilorusa.com

Corporate Communications / Media Relations

(Charenton-le-Pont) Tel: + 33 1 49 77 45 02

(Milan) Tel: + 39 (02) 8633 4470

E-mail: media@essilorluxottica.com

Investor Relations

(Charenton-le-Pont) Tel: + 33 1 49 77 42 16

(Milan) Tel: + 39 (02) 8633 4870

E-mail: ir@essilorluxottica.com