Winning through the cycle

London - March 13, 2009

Forward looking statements

Certain statements in this investor presentation may constitute “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995. Such statements involve risks, uncertainties and other factors that could cause actual results to differ materially from those that are anticipated. Such risks and uncertainties include, but are not limited to, the ability to successfully integrate Oakley’s operations, the ability to realize expected synergies from the merger with Oakley, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, the ability to predict future economic conditions and changes in consumer preferences, the ability to achieve and manage growth, the ability to negotiate and maintain favorable license arrangements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, the ability to effectively integrate other recently acquired businesses, as well as other political, economic and technological factors and other risks referred to in Luxottica Group’s filings with the US Securities and Exchange Commission.

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Summary

Group results for FY 2008

2008 accomplishments

Managing and winning through the cycle

Conclusion

Appendix

FY 2008

Group results & accomplishments

FY 2008: overview

A year of integration within an increasingly tough macroeconomic environment

- Consolidated sales at an all-time high of €5.2 billion, up Y-o-Y by 4.7%
  - Up by 10.7% at constant exchange rates
- Net income at €395 million
  - Not including the write-off of credit related to the sale of the Things Remembered business
- Dilution of operating margin by 110 bps
  - Wholesale margin at 22.1%, from pro forma(1) operating margin of 23% for 2007
  - Retail margin at 9.4%, from pro forma(1) operating margin of 11.1% for 2007
- Yet another year of solid free cash flow(3) generation
  - €302 million of free cash flow(3)
  - Good control of working capital
  - Continued investment in long-term projects: nearly €300 million of Capex in addition to the one-off charges related to the merger with Oakley
- Net Debt to EBITDA ratio(2)(3) of 2.9x (2.8x excluding the impact of exchange rate fluctuations)

Adjusting our business for the tough macroeconomic environment

(1) Pro forma data reflects the inclusion of the consolidated results of Oakley, Inc., a subsidiary that was acquired in November 2007, as if it was acquired on January 1, 2007
(2) In the Net debt/EBITDA ratio, EBITDA is calculated for the 12 months ending on the respective date
(3) Free cash flow, EBITDA, Net debt and Net debt/EBITDA are not US GAAP measures. For additional disclosure regarding non-US GAAP measures and a reconciliation to US GAAP measures, see Appendix.

4Q08: overview

Market conditions deteriorated in the final two months of the quarter

- Consolidated sales at €1.2 billion, up by 4%
  - Flat at constant exchange rates
- Dilution of operating margin by 250 bps
  - Wholesale margin at 17.2%, from pro forma(1) operating margin of 20.3% for 4Q07
  - Retail margin at 5.5%, from pro forma(1) operating margin of 7.7% for 4Q07
- Free cash flow(2) for the quarter of €18 million, compared with €44 million negative cash flow for 4Q07
- Good control of working capital
  - Production readjusted in 4Q08 to realign inventory levels with demand

The organization moved into action immediately, results to be realized over the coming quarters

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(2) Free cash flow is not a US GAAP measure. For additional disclosure regarding non-US GAAP measures and a reconciliation to US GAAP measures, see Appendix.

FY 2008: consolidated results

	FY08 € million	FY08 vs. FY07(1)	4Q08 € million	4Q08 vs. 4Q07
Net sales				
reported at current exchange rates	5,201.6	+4.7%	1,236.5	+4.0%
pro forma(2) at constant exchange rates		-0.8%		-5.5%
EBITDA	1,014.7		186.1	
Y-o-Y margin(3) change vs. pro forma(2)		-120 bps		-280 bps
Operating income	749.8		117.4	
Y-o-Y margin change vs. pro forma(2)		-110 bps		-250 bps
Net income(4)				
in €	395.0	-17.6%	54.1	-44.2%
EPS before trademark amortization(4) (5)				
in €	0.96	-15.4%	0.14	-39.7%
in US$	1.42	-9.2%	0.19	-45.1%
EPS reported(4)				
in €	0.87	-17.8%	0.12	-44.3%
in US$	1.27	-11.8%	0.16	-49.3%

(1) Excluding non-recurring gain related to the sale of a real estate property in 2Q07. The impact of the sale was a gain of approximately €20 million before taxes and approximately €13 million after taxes, equivalent to €0.03 at EPS level.
(2) Pro forma data reflects the inclusion of the consolidated results of Oakley, Inc., a subsidiary that was acquired in November 2007, as if it was acquired on January 1, 2007
(3) EBITDA and EBITDA margin are not US GAAP measures. For additional disclosure regarding non-US GAAP measures and a reconciliation to US GAAP measures, see Appendix.
(4) Excluding the write-off of credit related to the sale of the Things Remembered business
(5) EPS before trademark amortization is not a US GAAP measure. For additional disclosure regarding non-US GAAP measures and a reconciliation to US GAAP measures, see Appendix.

FY 2008: debt overview

Millions of Euro

	Dec. 31, 2008
EBITDA(1)	**1,015**
Δ working capital	(77)
Capex	(296)
Operating cash flow	**641**
Financial charges(3)	(122)
Taxes	(202)
Extraordinary charges(4)	(15)
Free cash flow(1)	**302**

	Dec.31, 2007	Dec. 31, 2008	Δ
Net debt(1) (US$)	(3,058)	(2,881)	+176
Net debt(1) (€)	(825)	(895)	(70)
Translation adj.			(103)
€ 1 = US$	1.4603	1.3919	
Net debt(1) (€)	**(2,872)**	**(2,950)**	**(78)**
Net debt/EBITDA(1)	**2.7x**	**2.9x**	
Net debt/EBITDA(1) (2) excluding exchange rate effect	**2.8x**	**2.8x**	

(1) Free cash flow, EBITDA, Net debt and Net debt/EBITDA are not US GAAP measures. For additional disclosure regarding non-US GAAP measures and a reconciliation to US GAAP measures, see Appendix.
(2) The ratio is calculated translating the Net debt and EBITDA at the average exchange rate of 2008 and the average exchange rate of 2007, respectively
(3) Equals interest income minus interest expenses
(4) Equals extraordinary income minus extraordinary expenses

FY 2008: plenty of accomplishments

Clarity of vision, cultural changes

- The addition of Oakley
  - The brand proved to be highly resilient even as the economy slowed
  - All activities planned for the first year of integration now fully completed
- Ray-Ban enjoyed its sixth year in a row of double-digit sales growth
  - Great volumes, success of Rx products and better mix
  - Iconic styles continue to be highly successful
- Developed a solid and well-balanced presence in emerging markets
- Demonstrated dynamism toward a changing environment
  - 2Q08: North American retail cost structure readjusted
  - 3Q08 & 4Q08: solid work around working capital optimization
- Enhanced planning and allocation processes

Faster-moving and more cost-efficient structure

FY 2008: Oakley results

Continued to build the brand around the world through sports marketing, events and training

- Beijing Summer Olympics
- Expansion of rolling O lab training program

Delivered results in line with plan

- Sales up by 15% in US$
- Led by North America and Asia-Pacific regions
- Strong performance within LensCrafters and Sunglass Hut

Took actions to reduce costs and risk as the environment became more challenging in 4Q08

Drove growth through key initiatives

- Sport Performance
- Polarized
- Women's
- Custom

Completed Wave One New Journey projects and began Wave Two projects

FY 2008: accomplishments of the New Journey

Projects in line with plan, reached objectives for 2008

- Sharing of information and know-how
- Quickly reached initial cost savings
  - Currently working towards the blueprint for IT
  - Supply chain opportunities underway
- Reorganization in Europe and emerging markets
  - Set up Oakley HQ in Zurich
  - Segmentation by channel
  - Focused on achieving the right positioning for the brand; training retailers
  - Commercial policy and sales approach appropriate for the brand
- Successful first-stage optimization of Oakley's presence within Luxottica stores in North America
  - Merchandising and polarization
  - Rx collection and Oakley authentic lenses in LensCrafters
- Sun lenses:
  - Exchange of know-how, training on technologies, joint development on new projects
- REVO launch is underway

Managing and winning through the cycle

A structural reset of the market is currently underway

- In recent years, we experienced a mix of real growth and market euphoria and our business thrived
  - Wholesale sales CAGR 2003-2008: +21%; organic +12%
  - Consolidated sales up by over 80% over the past six years
  - Reshaped and upgraded brand portfolio
  - Established a strong presence in emerging markets
  - Demonstrated the ability to quickly reshape organization, infrastructure and costs

- What are we seeing today in our industry?
  - Not a temporary crisis
  - Not a drastic and definitive collapse
  - But a global structural reset of the relevant market, resulting in a resizing by approx. 10%

- We believe the industry long-term growth drivers have not changed

A winning business model that will continue to help us win going forward

Distinctive business model

- Vertical integration
- Global reach
- Strong brand portfolio

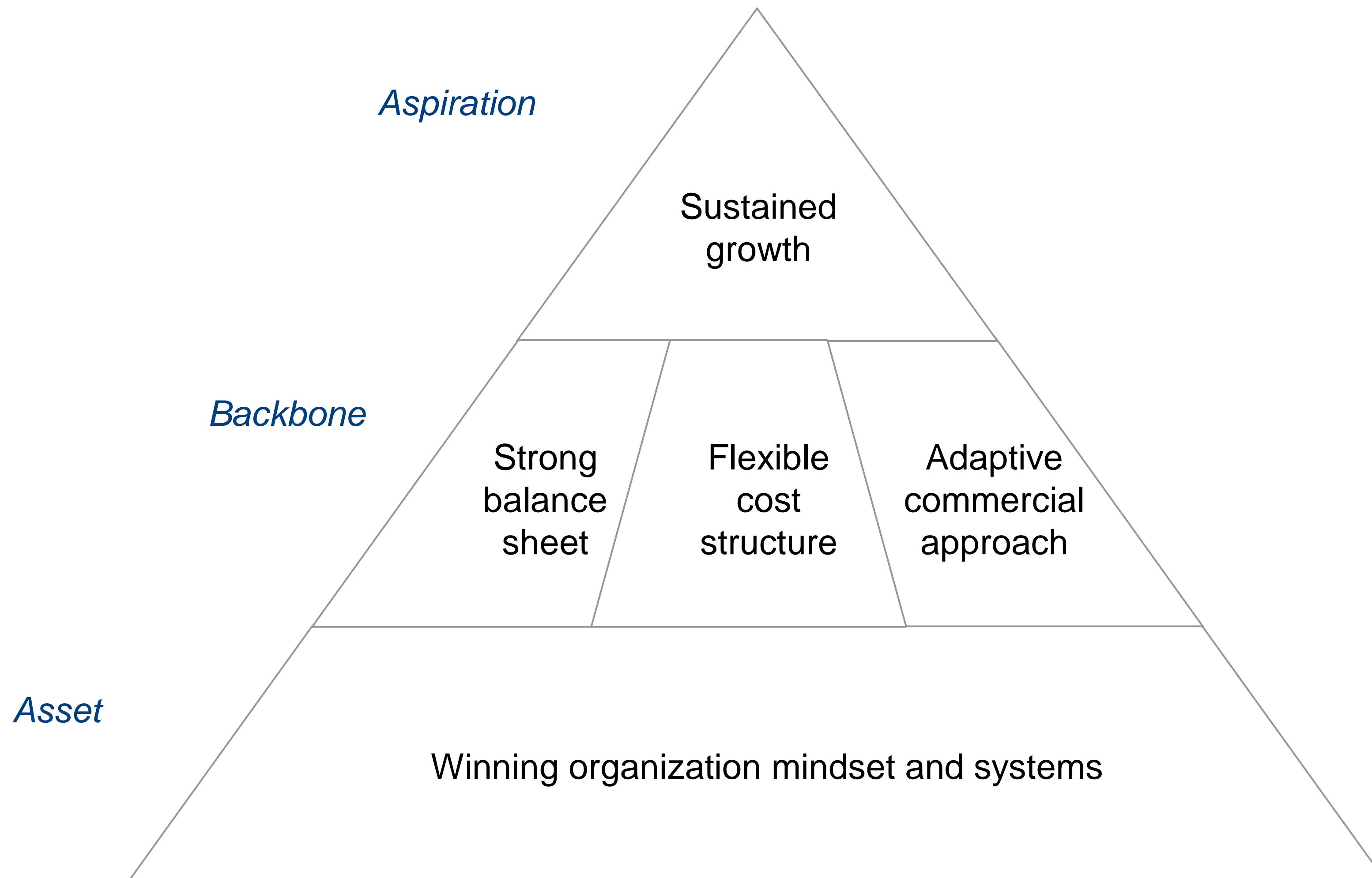
Growth DNA

- Ability to combine and manage:
  - Organic growth
  - External growth

Enhanced adaptability and flexibility

- Adaptability
  - During the "boom years" we built capacity; now we are resizing our structure
- Flexibility
  - Already demonstrated in early 2008 the ability to react quickly
  - Already controlling working capital in 4Q08 and 1Q09, as anticipated

Managing and winning through the cycle by acting quickly and decisively on five key pillars



A key pillar: sustained growth

- Growth is in our DNA
- Always balance organic growth with external growth
- In 2009:
  - Organic growth: challenging
  - External growth: closely monitoring selective opportunities in emerging markets
- Taking no shortcuts

A key pillar: sustained growth

Brand portfolio management

- Ray-Ban: expecting further growth
  - Continuing to expand the collection, improving the product mix
  - Great success of iconic styles
  - Boosting Rx
- Oakley: another positive year of growth
  - Leveraging the uniqueness of brand positioning
  - Year two of the benefits deriving from the reorganization in Europe and emerging markets
  - Continued focus on Rx, O Custom, polarized
  - Great new product releases
- Prescription vs. sun, optimizing collections
  - Rx launch of Prada Linea Rossa, Arnette and Ralph
  - Fewer but significantly edgier styles
  - Anticipated by 45 days the launch of the new optical collections
- Luxury & premium
  - More projects, more focus, more innovation
  - Reducing entry prices by 10%
  - Still a key long-term opportunity

A key pillar: sustained growth

Wholesale: a highly adaptive commercial approach

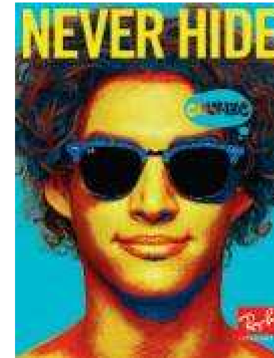
- Well-balanced global presence expected to be a key advantage
- Revolutionizing how we approach the top 30% of our clients

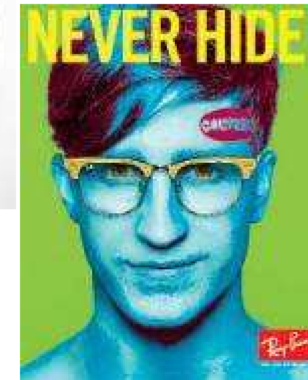
brand by brand	→	portfolio approach
sell in	→	sell out
single merchandising activities	→	plan of activities for the full year
standardized commercial terms	→	investing in their growth

- Improving margins for our top clients on more resilient Rx products to spur growth
- Further segmentation of client base on service and commercial conditions
- The STARS affiliation program
  - A strategic growth opportunity
  - Building on a track record of three years of success
  - Targeting 1,000 clients

Forever Ray-Ban: continuing the reinvention

- **Heritage and authenticity**
  - Following Wayfarer's success in 2008, Aviator, Cats, Clubmaster, Outdoorsman and Wayfarer are now available in more new colors. Why reinvent? To constantly be the most iconic brand.
  - RAY-BAN CLUBMASTER REMASTERS reinventing the icon in 2009. The 2009 edition reproduces the original version, adding 8 new colors and patterns in sun and optical.
- **Clubmaster:** unique, recognizable, inspiring new 50s trends
- **Remaster PR events**
  - Partnership with 8 hot, talented music bands remastering original songs from the fifties and performing live in 3 key launch events in NY, Beijing and Milan





Forever Ray-Ban: introducing Ray-Ban Tech

- Quality and function: the key values for consumers focused on performance, high comfort and technology
  - New Ray-Ban Tech: a carbon fiber collection
  - Four new styles with state-of-the-art technology and materials
  - Breakthrough materials
    - >Carbon fiber temple
  - Radical innovation in frame and lens
    - >Monoblock hinge

Ray-Ban® TECH

Oakley: the platform for growth

2009 Actions: continuing to build on successful market and brand initiatives

Leverage strong 2009 product line-up

- Sport performance: anchored by Jawbone
- Women's fit fixed in collaboration with Luxottica experts
- Custom program expanded internationally
- Oakley styling and technical details brought front and center in Rx

Segmented, flexible marketing spending: to move closer to the consumer

- Focus on owned events and training
- Focus on front-line sales associates with the launch of back-end retail support portal Omatter.com

Focus on market segments less sensitive to consumer retail/discretionary spending patterns

- True sport performance product, team sales, military and Rx

Enhance the Oakley.com online channel to increase penetration in international markets

Continue to build on Wave One integration effort:

- Europe, emerging markets, travel retail, Luxottica retail

Manage costs conservatively with inventory to lower than targeted growth rates; slowing down on new initiatives but moving faster on proven ones

Oakley: the growth drivers

A Global Brand yet to be developed

Europe: one of the largest markets in the world. Outside the UK, where Oakley has built a strong position, the brand is under-represented in almost every market

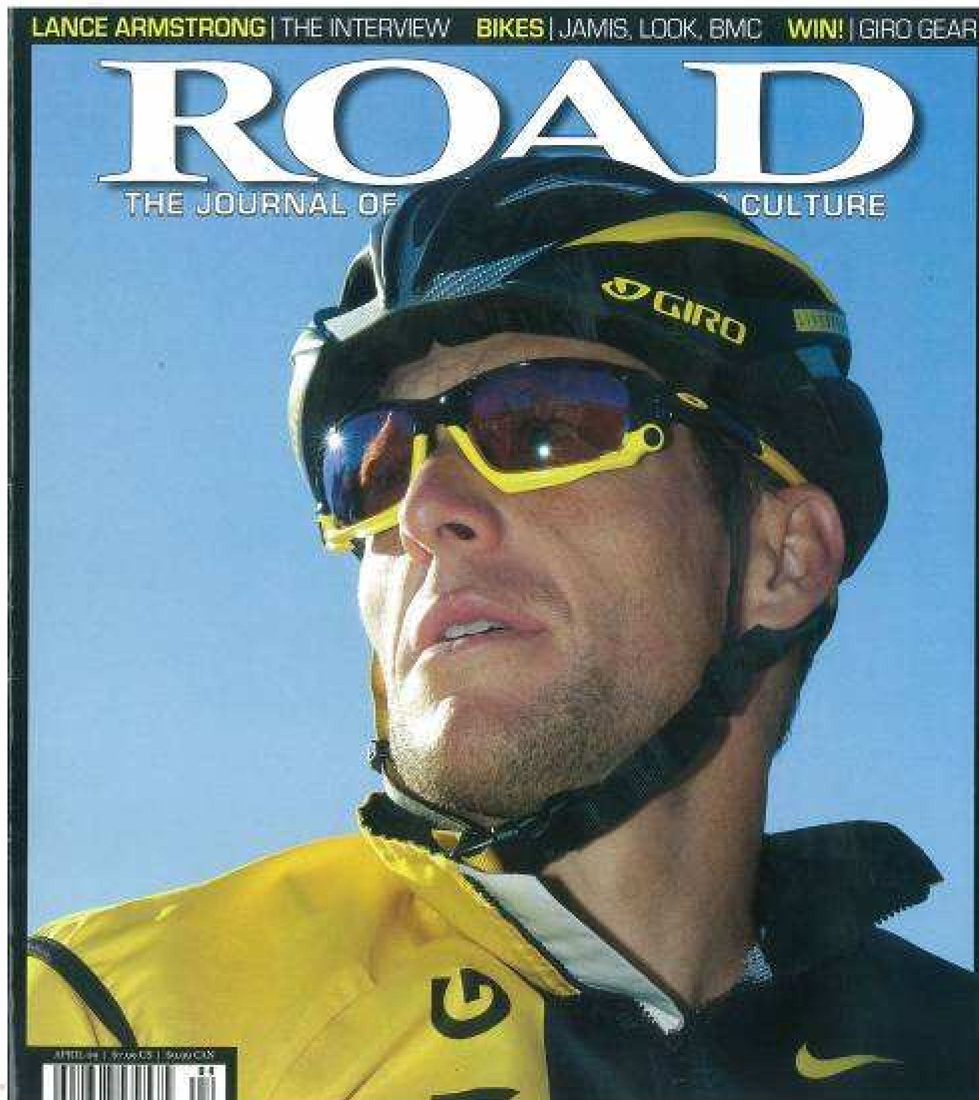
Rx - initial stage: while for most brands Rx represents at least 35%-40% of units sold versus sunglass sales, Oakley is still far from it

Women: Oakley entered the women's business only two years ago. Women account for 70 to 80% of all eyewear purchases.

Emerging markets: the Oakley brand is known internationally but has not yet been distributed in some of the largest markets

Superior lens technology: an Oakley key driver since the beginning, now Luxottica retail associates and wholesale partners are helping to pass on this message

Oakley: Jawbone



US Retail: US$195 - US$255

Release: May 2009

Switchlock interchangable lens technology allows for fast, secure lens replacement

Distortion free lenses via Oakley's cushioned lens suspension system

9 SKUs including HD Polarized and Photochromic lens options (additional set of Plutonite lenses and protective case included

The New Journey: Wave Two

Already working on Wave Two projects

- Icon Sports Division
  - Relaunch of REVO
  - Distribution in 2009 of REVO, Arnette, Fox and Ray-Ban sport collection in US sports channel
- Sun lenses
  - During 2009, insourcing of relevant product will be almost completed
- Emerging markets, especially India and China
  - Start-up in January 2009
- Take advantage of respective capabilities in UK and Brazil
- Global supply chain and IT optimization
- Oliver Peoples

Optical Retail in North America

New optical leadership structure focused on five key priorities

- Retail brands
  - Adjusting messages and offering to “new economy” customers
  - Higher consistency of in-store service and customers’ experience
- Managed Vision Care
  - More new contracts and strong organic growth with strategic partners
  - Selective participation in other providers’ panels – opening our stores to more patients
- Lenses and manufacturing, leveraging capabilities and partnership
  - Digital surfacing: still in year one of launch, huge upside
  - Transitions brand lenses: in-store one hour capability at LensCrafters
  - Enhancing Rx sun for wrap styles – including Oakley authentics
  - Ray-Ban Rx lens will be launched soon in all retail stores
- Cost structure
  - Continuing strong push for further efficiencies (rent, sourcing and waste reduction)
- Category: educate on the importance of eye health and vision wellness
  - Partnering with industry to increase category demand

Optical Retail in North America

More segmented and differentiated approach on each brand

- LensCrafters: returning to historic heart and soul of the brand
  - Service!
  - Lenses!
  - Entry to premium, value for all budgets
- Pearle Vision: riding the eyecare/insurance wave
  - Insured customers using their benefits more than ever
  - Corporate and franchise doctors well positioned
- Sears: “Exceptional Value” positioning bearing fruits
  - Package pricing, easy to sell and better appreciated by customers
  - Reintroducing warranty sales, a value for Sears customers
- Target: simple, fun and stylish (the “anti-optical”)
  - Leveraging on growth of previous years
  - Expanding sun as major focus

Sunglass Hut: a global opportunity

Now a truly global brand

- Challenging environment in North America but positive performance in the rest of the world
- After 18-month rollout, new store design proved to be a winning asset
- North America in 2009:
  - Attracting new customers, focusing on younger generation
  - Boosting exclusive programs
  - Deeper and more integrated brand stories in the stores
  - AUR improvement driven by
    - Polarized lenses
    - Exclusive collections and brands
- Leveraging www.sunglasshut.com e-commerce platform
  - Only six months old, huge upside potential
  - Drive new premium customers
    - The objective is to exceed 1% of total Sunglass Hut sales in 2009
- Global expansion, where next?
  - Closely monitoring a number of opportunities

A key pillar: a strong balance sheet

Working capital optimization

- 10% - 15% inventory reduction
  - Resized workforce across operations
  - Adopted temporary, government-subsidized leave in Italy (*Cassa Integrazione Guadagni*)
  - New organization in place for centralized inventory management, excluding Oakley
  - Moving strategic suppliers to consignment stock
  - Improving factories' through-put days (15% improvement from 2008)
    - Decreasing WIP offers even more flexibility
- Receivables: flat, in days
  - Great achievements over the past four years (-30 days vs. 2004)
  - Strict control on a weekly basis across all geographic regions
  - Flexible approach to key clients
  - Over 30 days overdue account for approx. 5% of the days outstanding
- Payables: +5 days
  - Already renegotiated terms with 80% of suppliers

A key pillar: a strong balance sheet

Capex

- Spending less than €200 million in 2009
  - Down more than 30% vs. 2008 (€300 million)
- Continued significant investments in IT (€50 million) to create greater efficiencies within the New Group
  - Creating a unified supply chain for the Group
    - Reducing DC's by 12 by 2011
  - Building up shared service centers across the organization
- Reviewing global store blueprint
  - Closings: 117 in NA, additional 110 under review and negotiation
  - Opening very selective locations: 60 in NA; 20 Oakley; 20 in Asia-Pacific

Rapidly adapting the business model to capture new opportunities

A key pillar: a flexible cost structure

Rationale

- Cutting only where it generates a return: efficiency is the key driver
- After so many years of growth, there is room for further efficiency, BUT it's painful
- Goal: actions to be implemented by June 2009
- What if the environment deteriorates further?
  - Reduce advertising spending if needed, action plan is ready
  - Structural changes in overall operational blueprint possible
    - Factories, warehouses, labs and DC's

Together with IT investments, cost structure optimization will make Luxottica stronger

A key pillar: a flexible cost structure

Wholesale

- Brand management
  - Reducing styles as well as samples
  - Optimizing the presence of each brand among channels and geographic regions
  - Eliminating three low-performing brands
- New commercial organization already in place
  - 70% of staff on variable packages
  - Revolutionized approach to top 30% of clients
  - Reorganized geographic regions and brand approach
- Advertising spending
  - Reduced by 10%, after four years of continuous brand build-up
  - More activities on the ground and in the stores
    - More training, product placements and PR activities
    - More attention to in-store product display (where customers make decisions)
- G&A
  - Back office reorganization
  - Big push for extranet web-based ordering
  - Return policy and spare parts management revised
    - Easier for clients, faster supply chain, better service segmentation

Identified efficiencies of almost €30 million

A key pillar: a flexible cost structure

Operations and supply chain

Manufacturing

- Working hard to further improve efficiency
  - Today a much leaner organization: resized workforce across operations
  - Continuously readapting cost structure (e.g. efficiencies, waste, scrap, utilities, etc.)
  - Easier negotiations with longer-term agreements for purchases of commodities
  - Increasing sun lenses insourcing

Supply chain

- Negotiated lower transportation fees
- Streamlining activities between:
  - Italy & North America
  - China & North America
- Gaining benefits after the merger with Oakley across the European, Latin American and Australian organizations

Offsetting nearly 75% of the fixed costs dilution related to the planned 15% reduction in volumes manufactured

A key pillar: a flexible cost structure

Actions already implemented in retail in North America

- Store blueprint

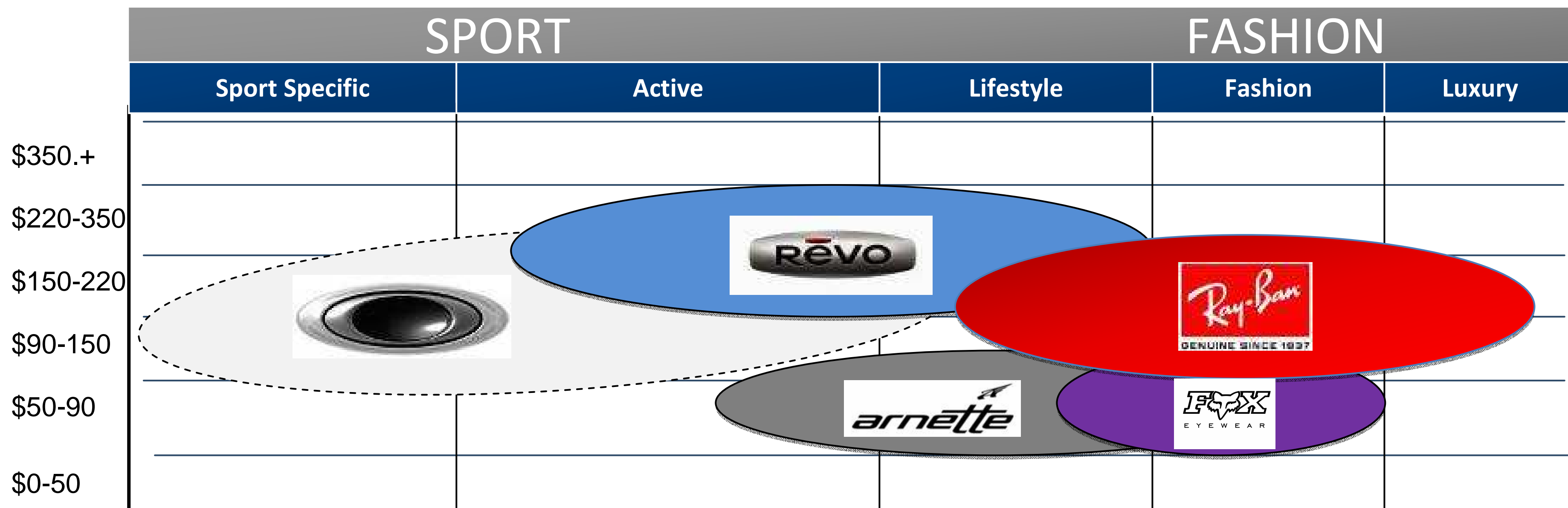
	Stores impacted	One-time charges	2009 O.I. benefit	Full Year O.I. benefit
Closings	117	US$4.9 mln	US$3.5 mln	US$9.4 mln
Franchise conversion	56	US$6.8 mln	US$1.7 mln	US$6.6 mln
Under review	110	n.a.	n.a.	n.a.

- Occupancy
  - Comprehensive rationalization of entire store portfolio in process
  - Negotiation with landlord and impact of co-tenancy lease provisions
  - Conversion of 56 Pearle Vision stores to franchises to be completed by year end
- Lenses and manufacturing
  - Lens costs, in-source lab work, remake reductions
- Other store operating costs
  - Store maintenance, limit merit increases, utilities, supplies and freight
- Advertising spending
  - 10% reduction in 2009
- G&A
  - Vendor consolidation and supplies

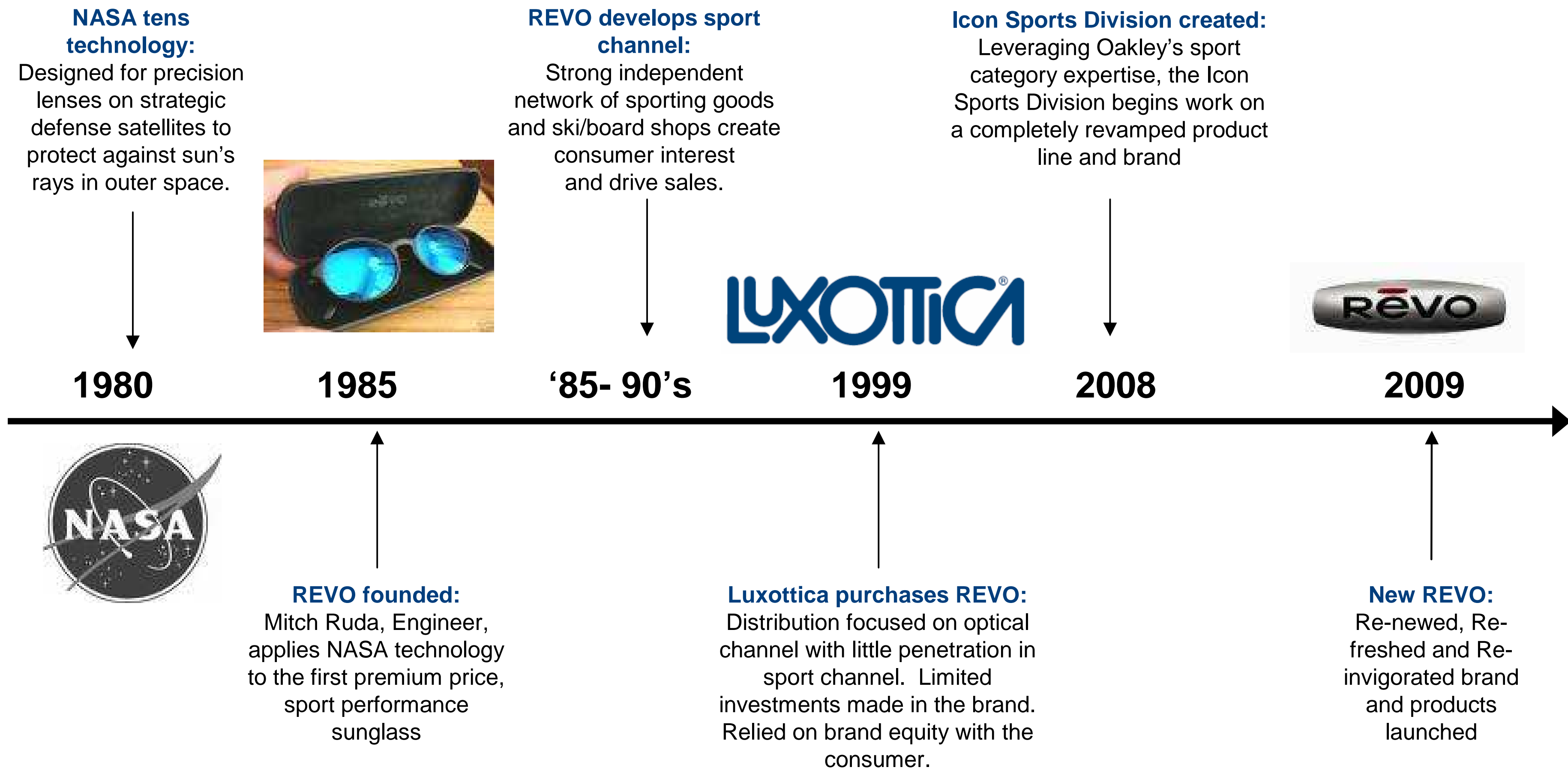
Icon Sports Division

- Multi-brand portfolio targeted with expertise in sports and lifestyle segments
- Dedicated sales, marketing and brand development team
- Leverages Oakley's expertise and resources to further develop Luxottica business in the sport channel
- Provides opportunities for better brand management within our retailers

Icon Sports Division



REVO timeline



REVO relaunch: the vision

- REVO becomes the most respected and valid choice for polarized lens technology
- REVO is known for not having to sacrifice performance and protection for up-to-date style or fashion
- REVO is known for product which is designed for the active consumer but is suitable for everyday use
- REVO brand identity is one of aspiration and reflects a passion for outdoor pursuits, may it be sports, adventure travel or protecting the environment
- REVO customer and consumer satisfaction is so personal and unique that it becomes a major talking point about how great the brand is
- REVO is very conscious to the world's ecological challenges and therefore acts in a responsible and active way

REVO relaunch: year one

- Position the Brand:
  - Alignment and endorsement with outdoor influencers that represent both sport and a humanitarian cause
  - Invest in a significant PR push aligned with appropriate humanitarian and environmental causes
  - Invest in key technical training programs which support all key retail distribution plans
  - Re-launch a completely redesigned website that provides the entire Revo story
  - Support key trade initiatives through Sunglass Hut front door campaign, revised pop collateral and tradeshows

- Introduce compelling new product:
  - Reinstate REVO's polarized lens superiority by introducing light enhancing tints in both glass and polycarbonate offerings which utilize branded technologies
  - Launch a new collection of distinctive frames (13 styles) in 4 simplified segments: Nylon, Acetate, Metal, and RevoFlex
  - Introduce REVO Re-Use frame components which are made from 100% recycled pre-consumer polymer resins

REVO relaunch: year one

Target distribution, service and sell-through which is vital in building long term brand foundation

- Establish authentic recognition in the outdoor sport channel with distribution in influencer sport independents
  - Focus on water-based and outdoor sports related retailers in the key regions of West, Southwest, Rockies, Southeast, Northeast
- Sport Key Account strategy is critical to driving revenue and brand integrity
- Build brand identity in the sun specialty and 3 O's channel
- Sunglass Hut will provide broad distribution and visibility driving approx. 70% of overall US sales
- Sales organization structure will utilize existing Luxottica sport brand sales force, now report into Oakley
  - Reps will handle REVO, Arnette, Ray Ban (in sports doors only) and Fox (in some cases)
  - Regional focus
  - Best-in-class service with training and brand education as primary drivers
  - Key Account management aligned with Oakley

REVO 2009 product line

Metal (4 Styles)

Discern

Efflux

Undercut

Transom

RevoFlex (3 Styles)

Reach

Rise

Plot

REVO 2009 product line

Acetate (1 Style)

Headwall

Nylon (5 Styles)

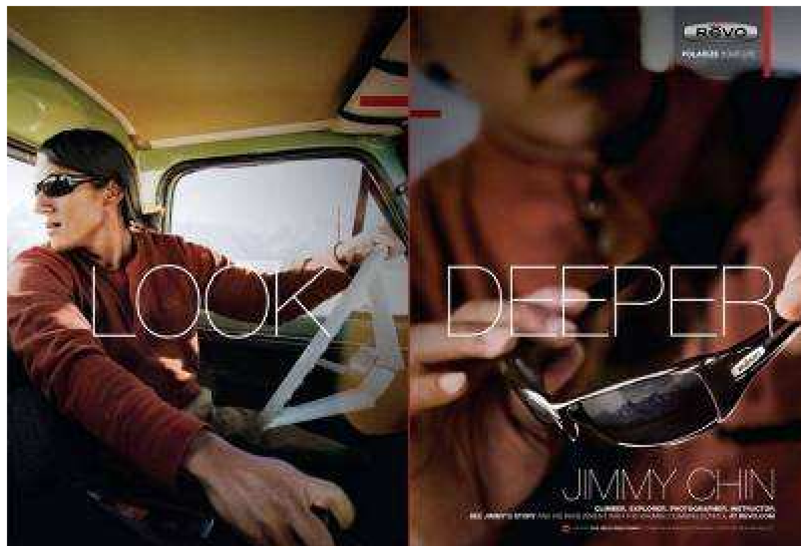
Abyss

Red Point

Thrive

REVO brand philosophy and marketing campaign

Most people live somewhere in the middle, a safe place far away from those moments of clarity when eyes are open to every possibility. Leaving the middle ground takes vision, the kind that lets you see the polar ends of the spectrum where lifework and life escape become ultimate.



REVO Sunglasses give you the vision to realize that limits are where life begins. They let you see beyond the ordinary and focus on the extremes of possibility, as far away from the middle as you can get. This life, eyes wide open.

Escape the middle ground.

Polarize your life

Conclusions

The starting point

- We do not want to be either overly pessimistic or optimistic
- We chose not to provide guidance for 2009 as the current environment is profoundly uncertain
- We are currently working on:
  - 1Q09 inventory reduction: Italian production down by over 20%
  - 1Q09 cost realignment: initial efficiencies underway
- Overall very soft business in the first two weeks of January
- Wholesale: very challenging comparison with a particularly strong 1Q08

A walk through sensitivity for 2009: currency impact

FY08 Actual

€ million

Net Sales: 5,202

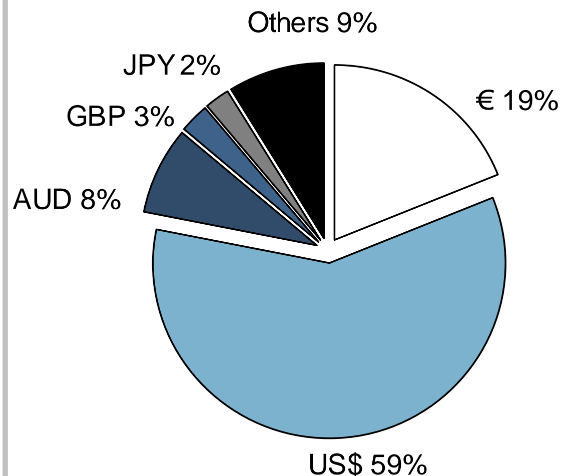
Oper.Inc.: 750

Margin 14.4%

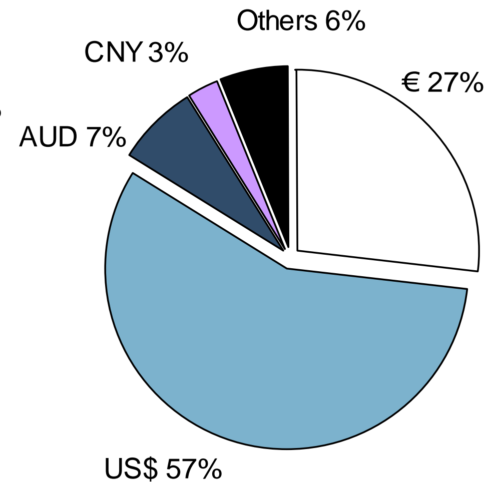
2008 actual exch. rates

€=US$ 1.47
€=AUD 1.75
€=GBP 0.80
€=CNY 10.22

2008 sales breakdown by currencies



2008 costs breakdown by currencies



Flat sales scenario (FY08 with 2009 exch. Rates)

€ million

Net Sales: 5,542

Oper.Inc.: 782

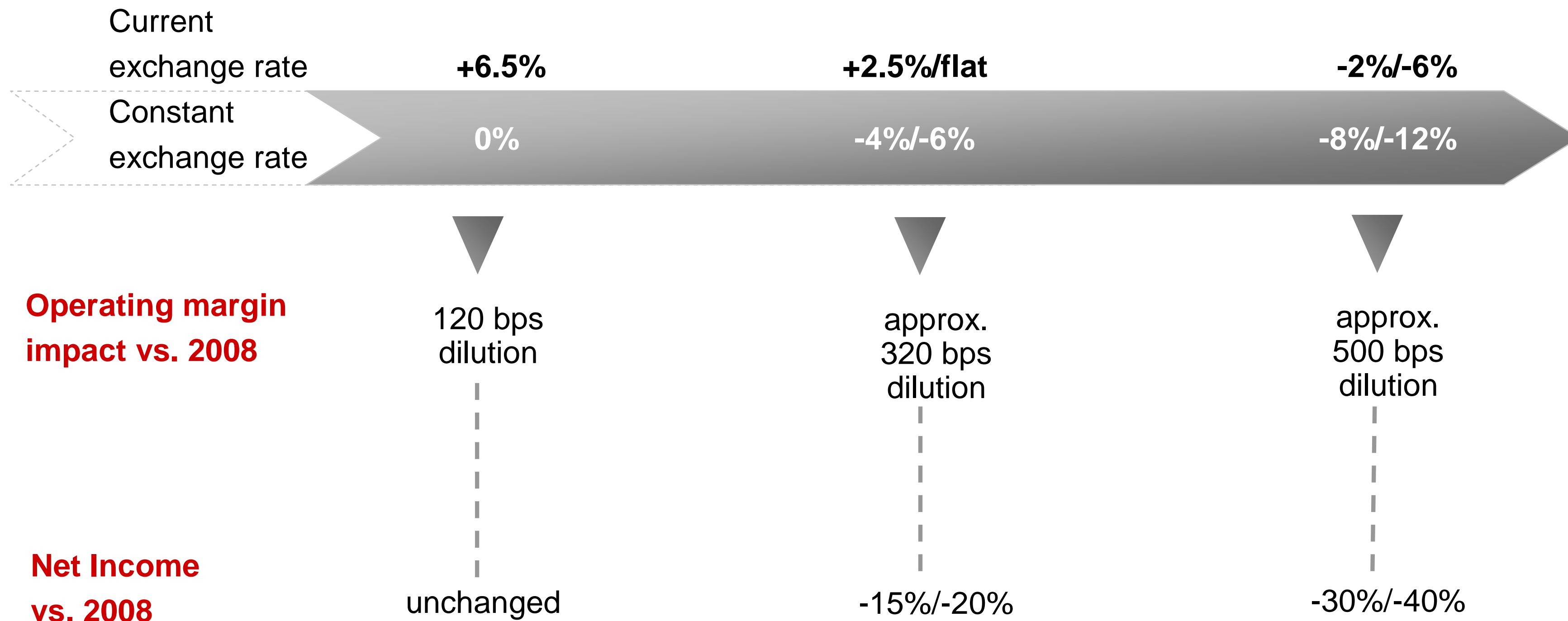
Margin 14.1%

2009 bdg. exch. rates	Δ vs. 2008
€=US$ 1.30	*+13%*
€=AUD 2.00	*-12%*
€=GBP 0.90	*-12%*
€=CNY 9.25	*+10%*

Currency impact on sales and costs would be +6.5% and +6.9%, respectively, leading to 30 bps dilution

Sensitivity analysis for 2009

(€=US$ 1.30)



In one-year time horizon, 50% of total costs remain fixed, thus leading to approx. 90 bps dilution in a "0% growth scenario"

Drawing some conclusions

- No change in our long-term strategy
- Maintaining a balance between wholesale and retail
- Growth platforms are in place and our balance sheet is solid
- Even with a very difficult 2009, we are taking actions to readjust costs BUT maintaining the right investment levels to support our continued leadership worldwide
- The uncertainty of the current environment does not put our long-term sustainable growth at risk

OneSight^{sm}, A Luxottica Group Foundation

Who we are

- Family of charitable programs dedicated to improving vision through outreach, research and education
- Combines 20 years of innovation from three regional programs (Give the Gift of Sight, Pearle Vision Foundation, Community-I Care) into one global organization

Why we care

- Millions of people worldwide suffer from poor vision
- As a worldwide leader in this industry, Luxottica has the global reach, expertise and passion to help the world see

What we do

- Global Eye Care
  - Hand-delivering vision care, eyewear in developing countries
  - Over 150 Clinics to 32 developing countries; 3+ million helped
- Regional Eye Care
  - Regional and Vision Van Clinics across North America, Australia, China
  - 35+ weeks of Clinic, 33,000+ helped annually
- Community Eye Care
  - In-store and outreach programs across North America and Australia
  - 240,000+ helped annually
- Preventative Eye Care
  - €244,000+ granted to support research seeking cures for preventable blindness
  - Thousands in scholarships for students seeking degree in Optometry

Appendix

Non-US GAAP Measures:
EPS before Trademark Amortization

Earnings per share before trademark amortization: Earnings per share (EPS) before trademark amortization means earnings per share before trademark and other similar intangible asset amortization expense, net of taxes, per share. The Company believes that EPS before trademark amortization is useful to both management and investors in evaluating the Company's operating performance and prospects compared to that of other companies in its industry. Our calculation of EPS before trademark amortization allows us to compare our earnings per share with those of other companies without giving effect to the accounting effects of the amortization of the Company's trademarks and other similar intangible assets, which may vary for different companies for reasons unrelated to the overall operating performance of a company's business.

EPS before trademark amortization is not a measure of performance under accounting principles generally accepted in the United States (U.S. GAAP). We include it in this presentation in order to:

- improve transparency for investors;
- assist investors in their assessment of the Company's operating performance;
- ensure that this measure is fully understood in light of how the Company evaluates its operating results;
- properly define the metrics used and confirm their calculation; and
- share this measure with all investors at the same time.

EPS before trademark amortization is not meant to be considered in isolation or as a substitute for items appearing on our financial statements prepared in accordance with U.S. GAAP. Rather, this non-GAAP measure should be used as a supplement to U.S. GAAP results to assist the reader in better understanding the operational performance of the Company. The Company cautions that this measure is not a defined term under U.S. GAAP and its definition should be carefully reviewed and understood by investors. Investors should be aware that Luxottica Group's method of calculating EPS before trademark amortization may differ from methods used by other companies. The Company recognizes that the usefulness of EPS before trademark amortization as an evaluative tool may have certain limitations, including:

- EPS before trademark amortization does not include the effects of amortization of the Company's trademarks and other intangible assets. Because trademarks and other intangible assets are important to our business and to our ability to generate sales, we consider trademark amortization expense as a necessary element of our costs. Therefore, any measure that excludes trademark amortization expense may have material limitations.

We compensate for these limitations by using EPS before trademark amortization as one of several comparative tools, together with U.S. GAAP measurements, to assist in the evaluation of our operating performance.

See the tables on the following pages for a reconciliation of EPS before trademark amortization to EPS, which is the most directly comparable U.S. GAAP financial measure.

Non-US GAAP Measures:
EPS before Trademark Amortization

Millions of Euro, unless otherwise noted	FY08(2)	FY07(1)	Δ
Trademark amortization and other similar intangible assets (+)	**72**	**64**	
Taxes on trademark amortization and other similar intangible assets (-)	**(26)**	**(24)**	
Trademark amortization and other similar intangible assets, net of taxes (=)	**45**	**40**	
Average number of shares outstanding as of December 31 (in thousands (/)	**456,564**	**455,185**	
Trademark amortization and other similar intangible assets, net of taxes, per share (=)	0.10	0.09	
EPS (+)	0.87	1.05	-17.8%
EPS before trademark amortization and other similar intangible assets, net of taxes (=)	0.96	1.14	-15.4%
€/US$ average exchange rate	**1.4707**	**1.3705**	
EPS before trademark amortization and other similar intangible assets, net of taxes (in US$)	1.42	1.56	-9.2%

(1) Excluding non-recurring gain related to the sale of a real estate property in 2Q 2007. The impact of the sale was a gain of approximately €20 million before taxes and approximately €13 million after taxes, equivalent to €0.03 at EPS level.

(2) Excluding the write-off of credit related to the sale of the Things Remembered business. The impact of such write-off is a loss of approximately €15 million after tax or €0.03 per share.

Non-US GAAP Measures: EPS before Trademark Amortization

Millions of Euro, unless otherwise noted	4Q08(1)	4Q07	Δ
Trademark amortization and other similar intangible assets (+)	**19**	**20**	
Taxes on trademark amortization and other similar intangible assets (-)	**(7)**	**(8)**	
Trademark amortization and other similar intangible assets, net of taxes (=)	**12**	**13**	
Average number of shares outstanding as of December 31 (in thousands (/)	**456,816**	**456,048**	
Trademark amortization and other similar intangible assets, net of taxes, per share (=)	0.03	0.03	
EPS (+)	0.12	0.21	-44.3%
EPS before trademark amortization and other similar intangible assets, net of taxes (=)	0.14	0.24	-39.7%
€/US$ average exchange rate	**1.3180**	**1.4486**	
EPS before trademark amortization and other similar intangible assets, net of taxes (in US$)	0.19	0.35	-45.1%

(1) Excluding the write-off of credit related to the sale of the Things Remembered business. The impact of such write-off is a loss of approximately €15 million after tax or €0.03 per share.

Non-US GAAP Measures: EBITDA and EBITDA margin

EBITDA represents operating income before depreciation and amortization. **EBITDA margin** means EBITDA divided by net sales. The Company believes that EBITDA is useful to both management and investors in evaluating the Company's operating performance compared to that of other companies in its industry. Our calculation of EBITDA allows us to compare our operating results with those of other companies without giving effect to financing, income taxes and the accounting effects of capital spending, which items may vary for different companies for reasons unrelated to the overall operating performance of a company's business.

EBITDA and EBITDA margin are not measures of performance under accounting principles generally accepted in the United States (US GAAP). We include them in this presentation in order to:

- improve transparency for investors;
- assist investors in their assessment of the Company's operating performance and its ability to refinance its debt as it matures and incur additional indebtedness to invest in new business opportunities;
- assist investors in their assessment of the Company's cost of debt;
- ensure that these measures are fully understood in light of how the Company evaluates its operating results and leverage;
- properly define the metrics used and confirm their calculation; and
- share these measures with all investors at the same time.

EBITDA and EBITDA margin are not meant to be considered in isolation or as a substitute for items appearing on our financial statements prepared in accordance with US GAAP. Rather, these non-GAAP measures should be used as a supplement to US GAAP results to assist the reader in better understanding the operational performance of the Company. The Company cautions that these measures are not defined terms under US GAAP and their definitions should be carefully reviewed and understood by investors. Investors should be aware that Luxottica Group's method of calculating EBITDA may differ from methods used by other companies. The Company recognizes that the usefulness of EBITDA has certain limitations, including:

- EBITDA does not include interest expense. Because we have borrowed money in order to finance our operations, interest expense is a necessary element of our costs and ability to generate profits and cash flows. Therefore, any measure that excludes interest expense may have material limitations;
- EBITDA does not include depreciation and amortization expense. Because we use capital assets, depreciation and amortization expense is a necessary element of our costs and ability to generate profits. Therefore, any measure that excludes depreciation and expense may have material limitations;
- EBITDA does not include provision for income taxes. Because the payment of income taxes is a necessary element of our costs, any measure that excludes tax expense may have material limitations;
- EBITDA does not reflect cash expenditures or future requirements for capital expenditures or contractual commitments;
- EBITDA does not reflect changes in, or cash requirements for, working capital needs;
- EBITDA does not allow us to analyze the effect of certain recurring and non-recurring items that materially affect our net income or loss.

We compensate for the foregoing limitations by using EBITDA as a comparative tool, together with US GAAP measurements, to assist in the evaluation of our operating performance and leverage.

See the tables on the following pages for a reconciliation of EBITDA to operating income, which is the most directly comparable US GAAP financial measure, as well as the calculation of EBITDA margin on net sales.

Non-US GAAP Measures: EBITDA and EBITDA margin

Millions of Euro

	4Q08	4Q07	4Q07 pro forma(1)
Operating income (+)	117.4	151.7	150.6
Depreciation & amortization (+)	68.6	64.0	73.2
EBITDA (=)	186.1	215.7	223.8
Net sales (/)	1,236.5	1,188.5	1,257.9
EBITDA margin (=)	15.0%	18.1%	17.8%

(1) These pro forma figures reflect the inclusion of the consolidated results of Oakley, Inc., a subsidiary that was acquired in November 2007, as if it was acquired on January 1, 2007

Non-US GAAP Measures: EBITDA and EBITDA margin

Millions of Euro

	FY08	FY07 (2)	FY07 pro forma (1)(2)
Operating income (+)	749.8	813.3	858.1
Depreciation & amortization (+)	264.9	232.8	288.2
EBITDA (=)	1,014.7	1,046.1	1,146.3
Net sales (/)	5,201.6	4,966.1	5,539.0
EBITDA margin (=)	19.5%	21.1%	20.7%

(1) These pro forma figures reflect the inclusion of the consolidated results of Oakley, Inc., a subsidiary that was acquired in November 2007, as if it was acquired on January 1, 2007

(2) Excluding non-recurring gain related to the sale of a real estate property in 2Q 2007. The impact of the sale was a gain of approximately €20 million before taxes and approximately €13 million after taxes, equivalent to €0.03 at EPS level.

Non-US GAAP Measures:
Net Debt to EBITDA ratio

Net debt to EBITDA ratio: Net debt means the sum of bank overdrafts, current portion of long-term debt and long-term debt, less cash. EBITDA represents operating income before depreciation and amortization. The Company believes that EBITDA is useful to both management and investors in evaluating the Company's operating performance compared to that of other companies in its industry. Our calculation of EBITDA allows us to compare our operating results with those of other companies without giving effect to financing, income taxes and the accounting effects of capital spending, which items may vary for different companies for reasons unrelated to the overall operating performance of a company's business. The ratio of net debt to EBITDA is a measure used by management to assess the Company's level of leverage, which affects our ability to refinance our debt as it matures and incur additional indebtedness to invest in new business opportunities. The ratio also allows management to assess the cost of existing debt since it affects the interest rates charged by the Company's lenders.

EBITDA and the ratio of net debt to EBITDA are not measures of performance under accounting principles generally accepted in the United States (US GAAP). We include them in this presentation in order to:

- improve transparency for investors;
- assist investors in their assessment of the Company's operating performance and its ability to refinance its debt as it matures and incur additional indebtedness to invest in new business opportunities;
- assist investors in their assessment of the Company's cost of debt;
- ensure that these measures are fully understood in light of how the Company evaluates its operating results and leverage;
- properly define the metrics used and confirm their calculation; and
- share these measures with all investors at the same time.

EBITDA and the ratio of net debt to EBITDA are not meant to be considered in isolation or as a substitute for items appearing on our financial statements prepared in accordance with US GAAP. Rather, these non-GAAP measures should be used as a supplement to US GAAP results to assist the reader in better understanding the operational performance of the Company. The Company cautions that these measures are not defined terms under US GAAP and their definitions should be carefully reviewed and understood by investors. Investors should be aware that Luxottica Group's method of calculating EBITDA and the ratio of net debt to EBITDA may differ from methods used by other companies. The Company recognizes that the usefulness of EBITDA and the ratio of net debt to EBITDA as evaluative tools may have certain limitations, including:

- EBITDA does not include interest expense. Because we have borrowed money in order to finance our operations, interest expense is a necessary element of our costs and ability to generate profits and cash flows. Therefore, any measure that excludes interest expense may have material limitations;
- EBITDA does not include depreciation and amortization expense. Because we use capital assets, depreciation and amortization expense is a necessary element of our costs and ability to generate profits. Therefore, any measure that excludes depreciation and expense may have material limitations;
- EBITDA does not include provision for income taxes. Because the payment of income taxes is a necessary element of our costs, any measure that excludes tax expense may have material limitations;
- EBITDA does not reflect cash expenditures or future requirements for capital expenditures or contractual commitments;
- EBITDA does not reflect changes in, or cash requirements for, working capital needs;
- EBITDA does not allow us to analyze the effect of certain recurring and non-recurring items that materially affect our net income or loss; and
- The ratio of net debt to EBITDA is net of cash and cash equivalents, restricted cash and short-term investments, thereby reducing our debt position. Because we may not be able to use our cash to reduce our debt on a dollar-for-dollar basis, this measure may have material limitations.

We compensate for the foregoing limitations by using EBITDA and the ratio of net debt to EBITDA as two of several comparative tools, together with US GAAP measurements, to assist in the evaluation of our operating performance and leverage.

See the tables on the following pages for a reconciliation of net debt to long-term debt, which is the most directly comparable US GAAP financial measure, as well as the calculation of the ratio of net debt to EBITDA. For a reconciliation of EBITDA to operating income, which is the most directly comparable US GAAP financial measure, see the tables on the preceding pages.

Non-US GAAP Measures:
Net debt and net debt/EBITDA

Millions of Euro

	Dec. 31, 2008	Dec. 31, 2007
Long-term debt (+)	2,519.3	1,926.5
Current portion of long-term debt (+)	286.2	792.6
Bank overdrafts (+)	432.5	455.6
Cash (-)	(288.5)	(302.9)
Net debt (=)	2,949.5	2,871.8
EBITDA	1,014.7	1,066.1
Net debt/EBITDA	2.9x	2.7x
Net debt @ avg. exchange rates(1)	2,821.2	3,010.3
Net debt(1)/EBITDA	2.8x	2.8x

(1) Calculated using the 12-month average exchange rate as of December 31, 2008 and December 31, 2007, respectively

Non-US GAAP Measures: Free Cash Flow

Free cash flow represents income from operations before depreciation and amortization (i.e. EBITDA, see appendix on page 56), plus or minus the decrease/(increase) in working capital over the prior period, less capital expenditures, plus or minus interest income/(expense) and net charges for extraordinary items, minus taxes paid. The Company believes that free cash flow is useful to both management and investors in evaluating the Company's operating performance compared to other companies in its industry. In particular, our calculation of free cash flow provides a clearer picture of the Company's ability to generate net cash from operations, which may be used, among other things, to fund discretionary investments, pay dividends or pursue other strategic opportunities.

Free cash flow is not a measure of performance under accounting principles generally accepted in the United States (US GAAP). We include it in this presentation in order to:

- Improve transparency for investors;
- Assist investors in their assessment of the Company's operating performance and its ability to generate cash from operations in excess of its cash expenses;
- Ensure that this measure is fully understood in light of how the Company evaluates its operating results;
- Properly define the metrics used and confirm their calculation; and
- Share this measure with all investors at the same time.

Free cash flow is not meant to be considered in isolation or as a substitute for items appearing on our financial statements prepared in accordance with US GAAP. Rather, this non-GAAP measure should be used as a supplement to US GAAP results to assist the reader in better understanding the operational performance of the Company. The Company cautions that this measure is not a defined term under US GAAP and its definition should be carefully reviewed and understood by investors. Investors should be aware that Luxottica Group's method of calculation of free cash flow may differ from methods used by other companies. The Company recognizes that the usefulness of free cash flow as an evaluative tool may have certain limitations, including:

- The manner in which the Company calculates free cash flow may differ from that of other companies, which limits its usefulness as a comparative measure;
- Free cash flow does not represent the total increase or decrease in the net debt balance for the period since it excludes, among other things, cash used for funding discretionary investments and to pursue strategic opportunities during the period and any impact of the exchange rate changes; and
- Free cash flow can be subject to adjustment at the Company's discretion if the Company takes steps or adopts policies that increase or diminish its current liabilities and/or changes to working capital.

We compensate for the foregoing limitations by using free cash flow as one of several comparative tools, together with US GAAP measurements, to assist in the evaluation of our operating performance.

See tables on page 8 and page 56 for a reconciliation of free cash flow to EBITDA and EBITDA to income from operations, respectively, which is the most directly comparable US GAAP financial measure.

Investor Relations team

Alessandra Senici
Tel. +39 (02) 8633 – 4662
alessandra.senici@luxottica.com

Nicoletta Russo
Tel. +39 (02) 8633 – 4718
nicoletta.russo@luxottica.com

www.luxottica.com