



Press release

## **Luxottica launches new open digital platform and announces the creation of an *Industry Consultancy Panel* in North America**

**Milan (Italy), March 25<sup>th</sup>, 2014** – Luxottica Group S.p.A. (MTA: LUX; NYSE: LUX), a leader in the design, manufacture, distribution and sale of fashion, luxury and sports eyewear, announces today that it is launching a new open digital platform along with the formation of an *Industry Consultancy Panel* (ICP) to help guide and shape the offering to the North American market.

The “Luxottica E-Comm & Digital Innovation Laboratory”, which was created in parallel with the acquisition of ‘glasses.com’, aims to provide new solutions for doctors who wish to offer an enhanced online eyewear experience to their patients. Luxottica believes these solutions will help doctors to compete effectively in the digital age thanks to the development and availability of high quality doctor driven websites that link the medical practice with the online world and ensure an enhanced consumer experience.

In collaboration with Luxottica’s Wholesale Division, an Industry Consultancy Panel (ICP) is being formed to represent the optical market. The role of the ICP will be to evaluate potential digital solutions and provide recommendations to Luxottica on how to create a seamless omni-channel experience.

*“We are thrilled to announce today the establishment of these unique digital services and the exclusive online platform.”* said Carlo Privitera, President of the Luxottica E-Com & Digital Innovation Laboratory (LEDIL). *“We are committed to leveraging glasses.com for the betterment of the market and to offer accessible solutions for doctors who wish to offer an enhanced online eyewear experience to their patients. Our overall objective is to support the high quality of service and care that medical professionals provide with an equally high quality online experience while responding to today’s increasing demand from consumers”.*

*“We believe that this initiative, which will be developed in partnership with key representatives from the market, will establish a new standard for eyewear online.”*

Luxottica expects that the initial testing of the platform could begin as early as Q4 2014.

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### **Luxottica Group S.p.A.**

Luxottica Group is a leader in premium, luxury and sports eyewear with over 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe, and a strong, well-balanced brand portfolio. Proprietary brands include Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue-Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette, while licensed brands include Giorgio Armani, Bulgari, Burberry, Chanel, Coach, Dolce & Gabbana, Donna Karan, Polo Ralph Lauren, Prada, Starck Eyes, Tiffany and Versace. In addition to a global wholesale network involving 130 different countries, the Group manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear. In 2013, Luxottica Group posted net sales of more than Euro 7.3 billion. Additional information on the Group is available at [www.luxottica.com](http://www.luxottica.com).

### **Safe Harbor Statement**

Certain statements in this press release 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 which are anticipated. Such risks and uncertainties include, but are not limited to, the ability to manage the effects of the current uncertain international economic outlook, the ability to successfully acquire and integrate new businesses, the ability to predict future economic conditions and changes to consumer preferences, the ability to successfully introduce and market new products, the ability to maintain an efficient distribution network, the ability to achieve and manage growth, the ability to negotiate and maintain favorable license agreements, the availability of correction alternatives to prescription eyeglasses, fluctuations in exchange rates, changes in local conditions, the ability to protect intellectual property, the ability to maintain relations with those hosting our stores, computer system problems, inventory-related risks, credit and insurance risks, changes to tax regimes as well as other political, economic and technological factors and other risks and uncertainties referred to in Luxottica Group's filings with the U.S. Securities and Exchange Commission. These forward-looking statements are made as of the date hereof, and we do not assume any obligation to update them.