



Press release

Luxottica announces agreement to acquire glasses.com from WellPoint, Inc.

Through the agreement to acquire glasses.com, Luxottica will invest in innovations to create an enhanced online experience that will be accessible to the independent practitioners in North America

Milan (Italy), January 7, 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 it has entered into an asset purchase agreement to acquire glasses.com from WellPoint Inc. subject to customary closing conditions.

“Today we are announcing the agreement to acquire a technology which we believe will benefit the overall eyewear sector and the optical industry in North America, a crucial market for our group and one we remain strongly committed to” said Andrea Guerra, Chief Executive Officer at Luxottica. *“The acquisition will function as a starting point to shape an independent, digital platform through which the North American market can and will access the unique domain, innovating the shopping experience and improving the quality of products and services available to consumers.”*

The eyewear industry in North America is estimated today to be a USD 35.5 billion market with the opportunity to grow to USD 44-47 billion by 2020 according to Vision Council and Company estimates. Demographic factors, such as an increase in the number of individuals needing vision correction products, the projected increase in eye exams each year, and the greater penetration of premium eyewear are all expected to drive continued growth.

Luxottica believes that the investment in technology and the development of an accessible digital platform for the North American trade are crucial next steps in developing the market to its full potential. By investing in online innovation and providing accessibility to independent practitioners, Luxottica can offer both the doctor and the consumer a unique seamlessly integrated, superior experience.

The acquisition of glasses.com will not have a material impact on Luxottica's consolidated financial statement. The agreement is subject to customary closing conditions and the transaction is expected to close in the first quarter of 2014.

About WellPoint Inc. and glasses.com

WellPoint is one of the nation's largest health benefits companies serving members in 14 states as an independent licensee of the Blue Cross and Blue Shield Association, and customers in other states through its Amerigroup and CareMore subsidiaries. In particular, glasses.com belongs to WellPoint Inc. and today it is one of the most advanced digital environments in North America for the eyewear industry. glasses.com has proprietary virtual try-on technology. This technology, which uses a 3-dimensional image of the consumer's face, allows the consumer to try on glasses with real likeness. The technology enables the customer to see the frame in detail from multiple angles. It also allows customers to send frame options to friends and family for their input and opinion, leveraging today's social media tools. Use of the technology is available direct to customers via free iPhone and iPad apps.



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Luxottica Group S.p.A.

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 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 2012, Luxottica Group posted net sales of more than Euro 7.0 billion. Additional information on the Group is available at 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.