



RAY-BAN STORIES

Ray-Ban and Meta expand global availability for Ray-Ban Stories

The smart glasses will launch in Spain, Austria, Belgium and France; new software features rolling out worldwide

Menlo Park, California, and Charenton-le-Pont, France (March 17, 2021 – 6:00 am CET) – Meta Platforms, Inc. and Ray-Ban are bringing their smart glasses, **Ray-Ban Stories**, to more people around the world as they launch the product in four new countries. In the coming weeks, they'll also introduce additional color and lens variations and new software features.

Ray-Ban Stories let you capture, share and listen through your most authentic moments, and will soon be available to purchase in 10 countries. The smart glasses will launch in select in-store and online retailers in Spain, Austria and Belgium today, followed by France on April 14.

Meta and EssilorLuxottica, Ray-Ban's parent company, worked together to integrate smart technology including dual cameras to capture photos and videos; open-ear speakers for audio, and three built-in microphones to deliver rich voice and sound quality for calls and videos - all without compromising style, comfort, and aesthetic. The **Ray-Ban Stories** portfolio features 28 style, color and lens variations, with the newest options shipping in the coming weeks. Ray-Ban Stories are available in **Wayfarer**, the most recognizable frame and an icon since the 1950's, along with the retro **Round** and the legendary **Meteor** styles, giving people the option to choose the glasses that are right for them. Lens choices include prescription, clear, G15, a new variety of polarized, gradient, and Transitions® Light Intelligent Lenses™ that seamlessly adapt to any light conditions.

Starting at \$299 (EUR 329, CAD 369, GBP 299, AUD 449) **Ray-Ban Stories** include a compact and portable charging case to keep your glasses powered.

In addition to an iconic design built with innovative technology, **Ray-Ban Stories** work with a companion app, Facebook View (iOS and Android), now available in French, Spanish, German and Dutch. Facebook View offers a seamless way to import, edit, and share content captured on Ray-Ban Stories to any social app on your phone.

“We are incredibly proud to bring Ray-Ban Stories to more people around the world,” said Rocco Basilico, Chief Wearables Officer for EssilorLuxottica. “Since our Fall launch last year we’ve introduced new software features, colors and lens options as a true commitment to merge technology without compromising style. I use our Transitions lenses often because it gives me the opportunity to wear the frames, day to night.”

"We built Ray-Ban stories to combine a stylish design that people genuinely want to wear with features that help you stay present while capturing and sharing life’s moments. Today’s update adds even more style and color options, as well as new features that make it easier to stay connected, and importantly, makes them available to more people around the world," said Andrew Bosworth, CTO, Meta.

Ray-Ban Stories is available at Ray-Ban stores, Ray-Ban.com and selected **EssilorLuxottica Retail** banners including Sunglass Hut, Wutscher followed by Miller Optik, Optiek Arnouts, Comptoir D’Optique, Espace Vision Concept, Eye Candy, Zaff Optical in April.

About EssilorLuxottica

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 and be more 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, LensCrafters, Salmoiraghi & Viganò and GrandVision are part of the EssilorLuxottica family. EssilorLuxottica has approximately 180,000 employees. In 2021, the Company generated consolidated pro forma revenue of Euro 21.5 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. For more information, please visit www.essilorluxottica.com