



Menlo Park, California, and Charenton-le-Pont, France (September 9, 2021 – 9:00 am PST) – Facebook, Inc. and Ray-Ban releases the next generation of smart glasses, **Ray-Ban Stories**. The highly anticipated collaboration brings forward a new way to seamlessly capture, share and listen through your most authentic moments. The announcement was made today by Mark Zuckerberg and Rocco Basilico in a virtual announcement detailing the partnership and the exciting capabilities.

Leading **Ray-Ban Stories**' product lineup with the most recognizable style, an icon since the 1950's is Wayfarer and Wayfarer Large. Facebook and EssilorLuxottica, Ray-Ban's parent company, were able to engineer smart technology to support all-day wear, including an optimized Snapdragon processor, without compromising style, comfort, and aesthetic, but most of all the weight, with just 5gr more than a standard pair of Ray-Ban Wayfarer. **Ray-Ban Stories** include a dual integrated 5MP camera to capture photo and video; discreet open-ear speakers to listen, and a three-microphone audio array to deliver rich voice and sound transmission for calls and videos. You can also find **Ray-Ban Stories** in a variety of other iconic styles such as the legendary, retro Round and the super iconic Meteor. Starting at \$299 (CAD 369, EUR 329, GBP 299, AUD 449) you can add flare to your style by choosing various lenses: sun, prescription, polarized, gradient, Transitions® and clear.

In addition to an iconic design built with innovative technology, **Ray-Ban Stories** launches in conjunction with a companion app, Facebook View (iOS and Android), creating an easy way to import, edit, and share content captured on the smart glasses with the ability to upload on any social app stored on your phone: Facebook, Instagram, WhatsApp, Messenger, Twitter, TikTok, Snapchat, and more.

"We are incredibly proud to bring Ray-Ban Stories to life with our partners at Facebook," said Rocco Basilico, Chief Wearables Officer at EssilorLuxottica. "This is a milestone product that proves consumers don't have to choose between technology and fashion - they can live in the moment and stay connected while wearing their favorite style of Ray-Ban's. Our unique approach, combining decades of superior

craftsmanship, a dedicated spirit of innovation and a commitment to delivering only cutting edge technology has resulted in a wearable that people will truly love wearing.”

“Ray-Ban Stories is designed to help people live in the moment and stay connected to the people they are with and the people they wish they were with. EssilorLuxottica has been nothing short of stellar in this partnership and through their commitment to excellence we were able to deliver on both style and substance in a way that will redefine the expectations of smart glasses. We're introducing an entirely new way for people to stay connected to the world around them and truly be present in life's most important moments, and to look good while doing it,” said Andrew Bosworth, Vice President, Facebook Reality Labs.

Ray-Ban Stories is available at Ray-Ban stores and Ray-Ban.com beginning on September 9th in the US, UK, Italy, Australia, Ireland and Canada. On Monday, September 13th it will be available at select Luxottica retail banners including SunglassHut, LensCrafters, OPSM, David Clulow and Salmoiraghi & Viganò and soon after available also at selected wholesale clients.

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, 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 as well as – since 1 July 2021 via a 76.72% interest – GrandVision network are part of the EssilorLuxottica family. In 2020, EssilorLuxottica had over 140,000 employees and consolidated revenues of Euro 14.4 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.

About Facebook

Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook's apps and technologies to connect with friends and family, find communities and grow businesses.