

RAY-BAN

AUTHENTIC

PRESCRIPTION EYEWEAR



GENUINE SINCE 1937

WHAT IS THE NEW RAY-BAN AUTHENTIC COMPLETE PAIR?

A prescription eyewear that cannot be duplicated by ordering the products separately.



Ray-Ban's legendary style

Ray-Ban style consumers love.

Essilor's expertise in sight

Essilor's Group lens technologies optimized to perfectly fit any Ray-Ban frame.

All-new Ray-Ban Authentic

With the iconic Ray-Ban signature on frame & lenses.

AVAILABLE IN CLEAR, TRANSITIONS & SUN RX

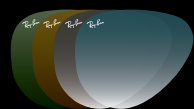


Clear lenses for enhanced vision performance without compromising on original Ray-Ban style.



Transitions

Recommended with Transitions light intelligent lenses that seamlessly adapt to all light conditions. Available in 7 vibrant colors.



The largest sun collection available in Rx* with the same color selection and aesthetics as Ray-Ban sunglasses.

*Largest collection among complete pair offers WW - Internal Essilor studies. In number of colors and SKU's available with vision correction - Dec. 2019.



MAIN BENEFITS OF THE OFFER

EASY TO RECOMMEND

- ADD EMOTION TO FUNCTIONALITY THANKS TO THE RAY-BAN BRAND
86% like the Ray-Ban Authentic concept⁽¹⁾ and are ready to recommend it⁽²⁾
- PROVIDE A NEW PURCHASE EXPERIENCE
79% showed positive purchase intents to the Ray-Ban Authentic eyewear package⁽³⁾
- DIFFERENTIATE WITH ICONIC AND UNIQUE COMPLETE PAIRS
Combine the best of Ray-Ban with Essilor Group lens designs

EVEN EASIER TO ORDER & DELIVER

- Simple to order, with the frame parameters already in our system, no additional work for you!
- A complete pair ready to deliver in a few days

⁽¹⁾ % who "like extremely" or "like somewhat" | 5-point scale with neutral option | Q: After reading this description, how much do you like or dislike this new offer? | n=67
⁽²⁾ % participants who rated >=6 | 11-point scale from 1="not at all likely", to 10="extremely likely" | Q: How likely would you be to recommend these eyeglasses to your family and friends if they were made with their prescription? | n=67
⁽³⁾ % who "Definitely would buy" or "Probably would buy" | 5-point scale with neutral option | Q: How likely would you be to purchase these eyeglasses if they were available at your eye doctor's practice at a reasonable price? | n=67
 Source: Essilor, Ray-Ban Authentic in-Life Consumer Study - US - 3rd independent party - Q1 2021 (n=67 eyeglasses wearers)



KEY BUSINESS OPPORTUNITIES

DIFFERENTIATE YOUR PRACTICE AND GROW YOUR BUSINESS

- **Capitalize on the unexploited sun Rx category at only 30%⁽¹⁾ of its potential today**, thanks to Ray-Ban's strong position in sunwear and the enlarged sun Rx colors collection true to plano.
- **Opportunity to trade-up:** de-commoditize single vision lenses, thanks to improved designs, Harmful Blue Light protection⁽²⁾, photochromic.
- **Higher margin:** Increase up-selling opportunities and drive volumes creating incremental value with personalized packages.



WITH SUPPORT ALONG THE WAY



Dedicated training for you and your staff



Salesforce and customer service support



Point-of-sale tools to support you in store

KEY SELLING POINTS

TO WHOM AND HOW TO OFFER RAY-BAN AUTHENTIC?

THE ONES WHO WANT IT ALL

They are Ray-Ban lovers

- Frame and lenses are engraved with the iconic signature;
- You can take the opportunity to offer Transitions[®] lenses for extra style and protection.

THE ONES WHO STRIVE FOR THE BEST

They need to be reassured

- Striving for innovation has always been in Ray-Ban's DNA;
- Thanks to the power of Essilor Group, the new offer includes optical quality lenses with improved comfort and protection.

THE ONES THAT KEEP IT PRACTICAL

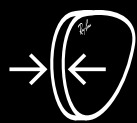
They need to be convinced

- Frame and lenses are built together with the Essilor Group technologies for superior vision quality, protection and aesthetic;
- The iconic Ray-Ban signature on frame and lenses ensures authenticity.



⁽¹⁾Source: Internal Essilor Italy data – Based on market studies. [Figures to be adapted ww]
⁽²⁾Harmful blue light: up to 455nm with the greatest toxicity between 415-455nm

MAIN KEY FEATURES



Thinning technologies for enhanced aesthetics



UV protection & Blue light filtering^{*(1)}



Superior AR coatings



Frame Optimized⁽²⁾ to adjust lens designs to Ray-Ban frame measures

IN CLEAR OR WITH TRANSITIONS[®] LENSES

Single vision



RAY-BAN SV TUNED

Clear and comfortable vision correction solution



RAY-BAN SV EQUALIZED

High vision resolution with optimized sharpness



RAY-BAN SV AMPLIFIED

Designed to help relieve wearers' eye fatigue from their connected lifestyles

Progressive



RAY-BAN PAL BASE

An easy-to-adapt progressive lens for clear and comfortable vision



RAY-BAN PAL TUNED

A well-balanced progressive lens enhanced with an optimized intermediate vision



RAY-BAN PAL EQUALIZED

Advanced progressive lens with wide fields of vision for an accurate vision at distances

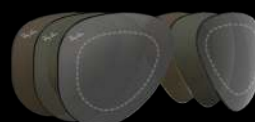


RAY-BAN PAL AMPLIFIED

High-end progressive lens providing sharp vision and freedom in body posture, with large intermediate vision

IN SUN LENSES

Single vision



RAY-BAN SV EQUALIZED

Clear and comfortable vision under the sun



RAY-BAN SV AMPLIFIED

High vision resolution under the sun

Progressive



RAY-BAN PAL BASE

Clear and comfortable vision under the sun, at all distances



RAY-BAN PAL EQUALIZED

High vision resolution under the sun, at all distances

IN KIDS LENSES

Clear lenses



RAY-BAN SV BASE

Clear and comfortable vision



RAY-BAN SV EQUALIZED

Optimized vision sharpness and comfort on the entire lens

Sun lenses



RAY-BAN EQUALIZED

Optimized clear and comfortable vision under the sun



⁽¹⁾Potentially harmful blue light: up to 455nm with the greatest toxicity between 415-455nm.

⁽²⁾Fit parameters to optimize vision performance available on all designs except in clear with SV Tuned, SV Amplified and PAL Base

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THE PERFECT MATCH OF LEGENDARY STYLE & GREAT SIGHT



GENUINE SINCE 1937