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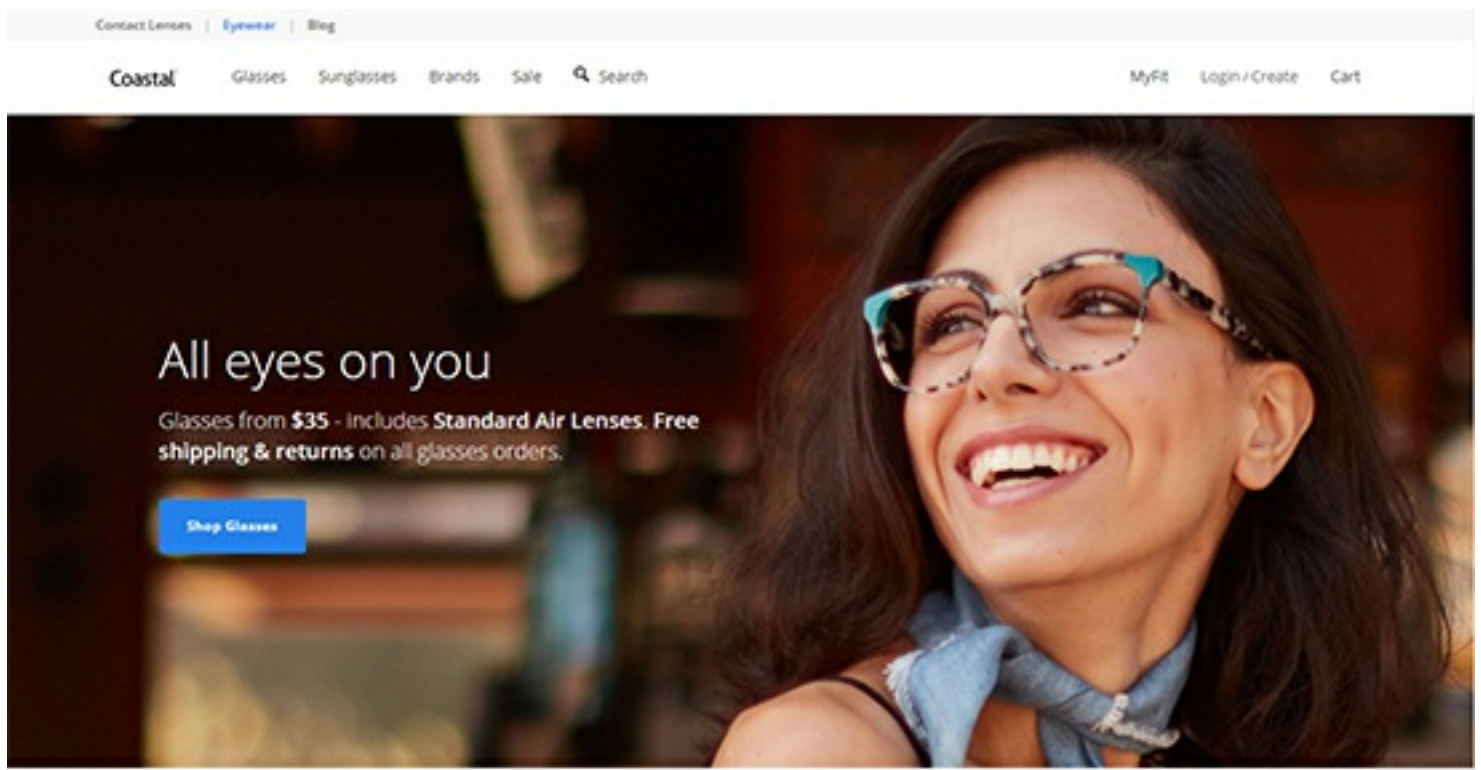
COASTAL: REDESIGNING THE ONLINE SHOPPING EXPERIENCE

Coastal, an Essilor Group online retailer, has redesigned its websites to improve access to vision health information and solutions for consumers shopping online.

8 out of 10 people use the Internet to find information about visual health and increasing numbers of consumers are researching and purchasing eyewear products online. Through its online division, Essilor plays an active role in educating the public and enhancing the shopping experience.

Coastal, which became part of Essilor's online division in 2014, serves consumers across North America and other markets through the Coastal and Clearly brands. Since late July this year, it has redesigned its sites to build a better online experience. A new feature is the MyFit tool that automatically selects the frames most adapted to people's individual prescription and measurements, addressing

the primary concern of consumers buying eyeglasses online - 'will they fit?'. Other revamped features include blending content to explain the quality and design aspects of optical products alongside visual health information, as well as a simplified prescription and lens selection process that helps people understand why certain lenses are right for them.



Over recent years, Essilor has been building its e-commerce presence in key markets and in August 2016 acquired MyOptique Group Ltd, a leading European online prescription glasses, contact lenses and sunglasses business. These acquisitions strengthen the Group's digital strategy which focuses on three key areas: informing and raising awareness about visual health, widening access to quality optical products and supporting eyecare professionals to take advantage of the potential of the Internet for vision health services.