

We share the same world.



2018.10.11

## ESSILOR SHINES LIGHT ON IMPORTANCE OF GOOD VISION FOR WORLD SIGHT DAY 2018

Essilor is proud to be actively involved in World Sight Day 2018, a global event raising awareness about the importance of good vision.

This year, the Group is focusing its attention on the crucial link between good vision and road safety – an area where poor vision has critical consequences. Vision is one of the most important senses used when making decisions on the road, yet it remains uncorrected in many regions around the world. According to the World Health Organization, 1.25 million people are killed in road crashes and 50 million more are left seriously injured across the world every year. Research shows that as many as 1 in 5 drivers cannot see clearly\*, making poor vision a possible cause of road incidents.



In fact, poor vision is the world's number one unaddressed disability and Essilor takes that very seriously. This year, the Group has launched a global campaign aimed at educating all road users that road safety starts with good vision. Pedestrians, cyclists and drivers are invited to embrace the following three behaviors, to help improve safety on the roads:

- > Check your vision regularly
- > Wear appropriate glasses
- > Protect your eyes from glare

In addition, Essilor has updated the [www.putvisionfirst.com](http://www.putvisionfirst.com) website, initially introduced at the occasion of last year's World Sight Day, and which will now feature basic screening tests suitable for mobile devices at near vision distance. The website, available in 10 languages, is not only crucial to educating people about the importance of good vision to road safety, but its online screening tests encourage visitors to take the first step towards checking their vision and help to increase consultations with eye care professionals.

Essilor's mission is to improve lives by improving sight. After all, since we share the same world, shouldn't we share the same vision?

Happy World Sight Day 2018! Be safe on the road!

\* Source: November 2012, Vision Impact Institute – The Social and Economic impact of poor vision

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2018.07.19

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## ON THE ROAD WITH A REMINDER TO 'CHECK YOUR VISION' BEFORE THE HOLIDAY SEASON



Recent initiatives show how Essilor's partnership with the Fédération Internationale de l'Automobile (FIA) is engaging major mobility partners to promote the critical importance of good vision for road safety. A gentle reminder before many people take the road for the holiday season.

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## A LOOK BACK ON ESSILOR'S WORLD SIGHT DAY 2017



Group employees and partners across the world got actively behind this year's World Sight Day.

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