

2020.12.03

ESSILORVIRTUALEXPERIENCE.COM: BEST-IN-CLASS CUSTOMER IMMERSIVE JOURNEY!

The ongoing Covid-19 pandemic has definitely had an impact on how Essilor does business with its customers. In this context and in keeping with the Group's strategy, the team at Global Marketing together with the Instruments division, developed a B2B platform to engage eye care professionals virtually.

Digitalization as a means to engage customers and consumers is a priority for Essilor. As a result, providing a virtual showcase for Essilor's brand innovations and instruments solutions is an opportunity to attract new eye care professionals (ECPs).

With lockdowns around the world serving as a catalyst to speed up development, the Essilor Virtual Experience platform was launched in July. It offers a best-in-class consumer tour of Essilor brands*, Instruments** and IVS***, our provider of

electronic measurement solutions.

The goal of the platform is to recreate an Essilor branded premium flagship store for ECPs and virtually 'bring to life' vision solutions such as Varilux[®], Eyezen[™], Crizal[®] and Xperio[®], as well as a full range of Instrument solutions for eye wellness screening, refraction, fitting and lens edging, in an integrated online in-store journey.

The virtual visitor will become familiar with each brand within Essilor's offering. ECPs will find the range of Essilor Instruments products and solutions as well as content such as videos, brochures, leaflets and pop-up messages to further engage and inform. ECPs can also keep abreast of the latest professional opinions on industry-related topics such as myopia, refraction, vision and road safety, product innovations and health concerns such as COVID-19, by visiting a section entitled Knowledge. This includes links to the International Review of Ophthalmic Optics, Points de Vue.

* The Essilor[®] brand boasts the most innovative brands and products in the eye care industry, grouped under the strategic architecture Correct your vision, Protect your eyes and Enhance clarity so that everyone can See More Do More. The Essilor Brands team ambition is to establish Essilor as a vision care expert, driving meaningful and differentiated experience for all targets, across all touchpoints.

** Essilor Instruments is a division of the Essilor group, leader in the development, manufacturing and distribution of solutions and services for eye care professionals throughout the world. With constant innovation programs, Essilor Instruments has reached a leading position in several categories such as Finishing Equipment, Vision Performance Screening, Eye examination and Refraction, Fitting Parameter Measurement and small tools and Consumables. Essilor Instruments' flagship brands include Mr Blue[®], Vision-R[™] 800, Retina, WAM 700, Visiosmart. They help ECPs to provide the best recommendations in order to build trustful relationships with their patients.

*** Founded in 1996, the IVS group is with ACTIVISU the world's leading provider of electronic measurement and sales support solutions for opticians with its brands ACTIVISU[®] and ACTIV'SCREEN[®]

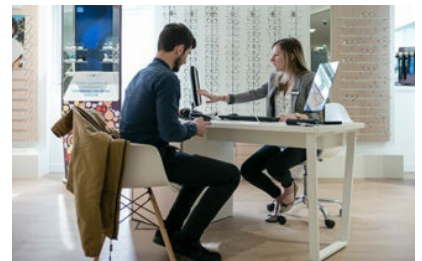
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2020.05.15

CORPORATE

COVID-19 CRISIS: HOW ESSILOR ENSURES CONTINUED ACCESS TO VISION CARE AND PROTECTS THE SAFETY OF ITS CUSTOMERS, CONSUMERS AND EMPLOYEES

At Essilor, our mission of improving people's lives by improving their sight has been driving our strategy and operations, and more than ever in this unprecedented global health crisis.



2019.04.15

PRODUCTS

ESSILOR COMMERCIAL BRAND: WHAT'S BEHIND THE NEW CAMPAIGN?

Recently launched in Europe, China and the United States, the new global marketing campaign for Essilor's commercial brand brings all of its flagship products - Varilux, Eyezen, Crizal - under one umbrella brand: the Essilor brand.

