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## ESSILOR ANNUAL REPORT: GROWING IN A BIGGER PLAYING FIELD

Essilor has published its latest Annual Report covering key events and achievements from 2014 and into 2015. With the theme 'growing in a bigger playing field', it explores the continued success of the Group and its new horizons of growth through the dimensions of innovation, a strong multi-local presence and an increasing focus on consumers.



The report gives an opportunity to dig deeper into the strategy of the Group, to see for example how key areas of research such as myopia, vision and aging and new technologies are driving the Group's development of products designed to provide protective and preventive care. It also gives a flavour of initiatives in high growth and emerging markets from China, India to Mexico and Africa, as well as new marketing approaches increasing visibility of our brands, improving the in-store consumer experience and strengthening the Group's presence online.

Essilor is also making available online a special 'long-read' version which shares essential information including the Group profile, mission, strategy and 2014/2015 highlights in a single scrollable web page. It aims to give readers a quick and user-friendly summary of Essilor's activities.