

With Essilor Eyezen-challenge.com, test yourself against global eSports champions and discover Eyezen™ glasses

Charenton-le-Pont, France (April 4th, 2016) - Essilor, the world leader in ophthalmic optics, today launched the Eyezen Challenge in association with Fnatic, one of the world's top ranked eSports teams. This immersive digital experience will allow everyone to come and challenge one of the world stars of eSports, using just their eyes...

This challenge has been created to educate a generation of young Internet users, who can spend up to 7 hours a day on screens, on the importance of preserving their vision. Eyezen™ lenses relieve and help protect the eyes thanks to new Eyezen™ Focus™ technology and a harmful blue light filtering system. Eyezen™ is designed for a connected life, for both glasses wearers and non-wearers.

The experience features the Fnatic, one of the leading international teams in eSports, and incorporates some aspects of the League of Legends game. A gaze tracking technology allows the player to neutralize targets and harmful blue-violet lights that appear on the screen. During the Eyezen Challenge, the player will face global eSports star Martin *Rekkles* Larsson, equipped with Eyezen™ glasses, in a unique face-to-face encounter. Players who achieve the best scores will participate in a draw with the chance to see a live game of the Fnatic team.

"Connected life and viewing on screens have created new visual needs. With 27 million players a day, eSports offers us a great opportunity to create awareness among gamers whether they wear glasses or not, on the impact of screens on their vision," said Alain Riveline, Global Marketing VP at Essilor. "We wanted to introduce them to Eyezen™ through an entertaining experience linked to their daily habits which raises awareness about the importance of taking care of their eyes, especially in intensive screen usage."

Poor vision is the world's biggest disability. Today, 7.2 billion people in the world need to protect their eyes from the risks of UV and harmful blue-violet light, which is particularly present in sun light, artificial lighting and digital screens. And 4.5 billion people in the world need to correct their vision.

Find experience on Eyezen-challenge.com

About Essilor

The world's leading ophthalmic optics company, Essilor designs, manufactures and markets a wide range of lenses to improve and protect eyesight. Its mission is to improve lives by improving sight. To support this mission, Essilor allocates more than €200 million to research and innovation every year, in a commitment to continuously bring new, more effective products to market. Its flagship brands are Varilux[®], Crizal[®], Transitions[®], Eyezen[™], Xperio[®], Optifog[®], Foster Grant[®], Bolon[™] and Costa[®]. It also develops and markets equipment, instruments and services for eyecare professionals.

Essilor reported consolidated revenue of more than €6.7 billion in 2015 and employs 61,000 people worldwide. It markets its products in more than 100 countries and has 32 plants, 490 prescription laboratories and edging facilities, as well as five research and development centers around the world. For more information, please visit www.essilor.com.

The Essilor share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices.

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