

## Essilor wins a Silmo d'Or award for its Varilux<sup>®</sup> X series<sup>™</sup>, the progressive lens designed for generation X

**(Charenton-le-Pont, France – October 10, 2017) – Essilor has won a Silmo d'Or at the Salon Mondial de l'Optique 2017 (SILMO) held between October 6 and October 9, for its Varilux<sup>®</sup> X series<sup>™</sup>, progressive lenses designed to meet the visual needs of active and highly connected generation X presbyopes.**

*“With the launch of Varilux X series lenses, we have taken a new step to meet the changing needs of our consumers by placing them at the heart of our innovation. Our researchers relied on the feedback and testimonies of 3,000 presbyopes around the world to design this new range of progressive lenses that offer an excellent visual acuity, regardless of activity or distance, especially “within arm's reach”. This award rewards both the lenses and our mode of innovation, and invites us to go even further in this direction,”* said Alain Riveline, Global Marketing VP of Essilor International.

Introduced in April 2017, Varilux X series progressive lenses were developed to meet the needs of all presbyopes, especially those born between 1965 and 1980 (Generation X), who are very active in their personal and professional lives and who are avid users of digital tools. The design of the near vision area at the bottom of the lens resolves a recurring problem common to many progressive lenses, which required moving the head to find the right viewing angle. Thanks to the Xtend<sup>™</sup> technology, a design innovation, Varilux X series lenses no longer require wearers to adjust their posture and lets them adapt easily. The combination of this technology with a new calculation system enables Essilor to design lenses with greater precision and thus meet the need to see clearly at multiple distances on the same axis of vision, especially “within arm's reach”, where the majority of daily activities take place: consulting a smartphone, flipping through a magazine, working on a computer while interacting with family or colleagues, etc.

Today, 95% of Varilux X series wearers are satisfied with their lenses when performing multiple tasks within arm's reach, and over 90% of the wearers say they no longer have to move their head to see clearly\*. The benefits of the Varilux X Series lenses were also validated by a completely new real-life test methodology.

Created by Essilor in 1959, the Varilux<sup>®</sup> brand is the world leader in progressive lenses. In the last 60 years, Essilor has deposited more than 50 patent families to protect the technical characteristics of Varilux lenses.

**For nearly 170 years, innovation has been a fundamental pillar in Essilor's strategy to fulfill its mission: improve lives by improving sight. With over 200 million euros spent on research and innovation each year, more than 230 products launched and 109 patent applications filed in 2016, the Group's innovation aims to meet the consumers' evolving and varied needs. In 2017, Essilor was ranked by the US magazine Forbes among the 100 most innovative companies in the world for the 7<sup>th</sup> year in a row.**

\* “Key usages indicators, 2016, single center study, France, n=42”

## **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<sup>®</sup>, Crizal<sup>®</sup>, Transitions<sup>®</sup>, Eyezen<sup>™</sup>, Xperio<sup>®</sup>, Foster Grant<sup>®</sup>, Bolon<sup>™</sup> and Costa<sup>®</sup>. It also develops and markets equipment, instruments and services for eyecare professionals.*

*Essilor reported consolidated revenue of more than €7.1 billion in 2016 and employs approximately 64,000 people worldwide. It markets its products in more than 100 countries and has 33 plants, 490 prescription laboratories and edging facilities, as well as 5 research and development centers around the world (as of December 31, 2016). For more information, please visit <https://www.essilor.com>.*

*The Essilor share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESSI.PA; Bloomberg: EI:FP.*

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