

This World Sight Day Essilor launches campaign '#PutVisionFirst' to raise awareness about the importance of vision care

(Charenton-le-Pont, France – October 10, 2017) – This World Sight Day, October 12, Essilor launches #PutVisionFirst as it continues on its mission to improve lives everywhere by improving sight. With this global campaign, the company aims to create awareness about the importance of good vision and encourage everyone to visit an eye care professional for regular eye examinations.

Today 2.5 billion people, one third of the world's population, can't see clearly compromising their ability to learn, work and be safe. In addition, it is estimated 5 billion people – which will be half the world's population – will suffer from myopia by 2050. Yet regular comprehensive eye exams, performed by eye care professionals, are often overlooked as a basic health check up. This World Sight Day, Essilor is setting out to change that by raising awareness of the real life impact of poor vision and encouraging people to prioritize their eye health through the campaign "#PutVisionFirst".

"It is reported that 80% of what we learn, we perceive through our eyes. The ability to see clearly helps not only to learn, but to work more efficiently and to be safe. Everyone owes it to themselves to prioritise their eye health and put their vision first. That starts with visiting an eye care professional for regular vision checks," said Jayanth Bhuvarghan, Essilor's Chief Mission Officer. *"Thanks to the endorsement and support of the World Council of Optometry, the Our Children's Vision coalition and the Fédération Internationale de l'Automobile, together we'll raise awareness about vision care and put it on the global health agenda."*

#PutVisionFirst seeks to draw particular attention to the role of good vision in the classroom, at work and on the road. The campaign will drive people to a dedicated website (www.putvisionfirst.com), available in nine languages, where they will be invited to take the first step to checking their vision through online vision screening. If a person is detected to have a potential vision problem and commits to following up with a comprehensive eye exam from an eye care professional, - which is the only relevant path to ensure ocular health, Essilor will donate \$1 on his/her behalf to Our Children's Vision and Essilor Vision Foundation.*

The campaign is the latest in a series of Essilor initiatives to promote good vision for critical groups such as children and road users and is being endorsed by global partners who share Essilor's commitment to raising awareness on the importance of healthy vision. These partners include the [World Council of Optometry](#), the [Our Children's Vision](#) coalition and the [Fédération Internationale de l'Automobile](#) (FIA). In September of this year, Essilor and the FIA announced a three year global partnership on road safety. Following the adoption of the new Golden Rule "Check your Vision" in May 2017, Essilor and the FIA agreed to promote good vision through wide reaching awareness campaigns.

About World Sight Day

World Sight Day is an annual event set up by the World Health Organization in 1998 to draw international attention to visual impairment issues.

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[®], Foster Grant[®], Bolon[™] and Costa[®]. 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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