

## Essilor and Total launch 'Vision Journey' program to fight poor vision and improve road safety in Kenya

- Innovative cross-sector collaboration to bring vision care to road users at service stations and truck stops, starting in Kenya
- First step for Essilor and Total in shared ambition to improve road safety across Africa by improving awareness and access to vision care

**(Paris - Charenton-le-Pont, October 10 2018)** - Essilor and Total announced today the launch of a pilot program to improve road safety by taking joint action against poor vision in Kenya. The two companies are coming together to fight poor vision and improve road safety in this country where access to vision care networks and public awareness are limited. By launching this pilot program, Essilor and Total seek to bring vision care to road users at both truck stops run by local NGOs and Total service stations.

The "Vision Journey" program will therefore start near Nairobi in October at the Mlolongo wellness center with a vision care campaign inviting 4,500 professional drivers to get their vision checked. This operation will be hosted by North Star Alliance in collaboration with Essilor, Total Foundation and Safe Way Right Way association.

"Good Vision Corners" will be installed in parallel at Total service stations to enlarge vision care services to all road users. Following the initial six-month pilot, a larger roll out is considered across the country.

In a country with a low density vision care network (1 optometrist for every 135,000 people<sup>1</sup>), this innovative program seeks to create new vision health touch points for road users, thanks to the combined reach of Total network and its NGO partners' infrastructure. The program leverages Essilor's extensive knowledge of inclusive business vision solutions and its capacity to mobilize local vision care providers. It will provide convenient access to on-site eye screenings and vision equipment for both correction and protection from sun glare, while promoting a road safety mindset.

According to the World Health Organization, up to 13,000 Kenyans lose their lives in road traffic crashes every year <sup>2</sup> and 8 million people in Kenya suffer from uncorrected poor vision<sup>1</sup>, a major risk for road safety.

This program is a first step in the construction of a larger collaboration, aiming to scale the successful discoveries of this pilot across African countries facing similar vision and road safety challenges.

*"This public-private collaboration between Essilor, Total and local NGOs in Kenya is unique. In line with Essilor's mission of improving lives by improving sight, it leverages the strengths of two very different industries to improve vision health for road users. Partnering with a major player in mobility such as Total is a significant step in our commitments to improving road safety, reflected in our strategic partnership with the Fédération Internationale de l'Automobile (FIA), and contributes to our fight to eradicate poor vision"* said Laurent Vacherot, President and Chief Operating Officer, Essilor International.

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<sup>1</sup> 2016 Essilor Estimates

<sup>2</sup> 2015, World Health Organization Global Status Report on Road Safety

*“We are very enthusiastic about this disruptive initiative towards road safety” added Momar Nguer, President, Marketing and Services and member of the Executive Committee of Total. “Our commitment to road safety has been deeply rooted in each Total employee and road contractors for years. Yet, this innovative initiative is unique: it has been co-built by French and Kenyan intrapreneurs driven by their joint commitment for better mobility. Teaming up with the world vision champion Essilor and leading NGO partners accelerates our positive impact and clearly demonstrates our leadership as a responsible energy major. We are really looking forward to expanding this new service in the short term in other countries.”*

This initiative is aligned with Essilor’s international campaign “Road Safety Starts with Good Vision”, supported by the FIA (Fédération Internationale de l’Automobile). Good vision is of critical importance to take decisions on the road for all road users, from drivers to bikers, cyclists and pedestrians. However, public awareness and access to quality eyeglasses remains limited in many regions of the world, including in Kenya.

Road safety is also at the heart of Essilor's 2018 World Sight Day campaign which on October 11 will call for people around the world to take the first step in checking their vision on the website [www.putvisionfirst.com](http://www.putvisionfirst.com).

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#### **About Essilor**

Essilor International is 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.

For more information, please visit [www.essilor.com](http://www.essilor.com).

#### **About Total**

Total is a global integrated energy producer and provider, a leading international oil and gas company, a major player in low-carbon energies. Our 98,000 employees are committed to better energy that is safer, cleaner, more efficient, more innovative and accessible to as many people as possible. As a responsible corporate citizen, we focus on ensuring that our operations in more than 130 countries worldwide consistently deliver economic, social and environmental benefits.

#### **About Total Foundation**

Total Foundation encompasses the solidarity initiatives conducted every day worldwide within the Total Group by our sites, our affiliates and our corporate foundation. Through this program, Total aims to contribute to development in our host communities and regions. With a special focus on young people, one of the four priority areas of actions of the Total Foundation is road safety.

#### **About Safe Way Right Way**

Safe Way Right Way is a unique initiative implemented by Total with the World Bank that aims at improving road safety thanks to public & private partnerships actions.

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