

Essilor and Tencent join forces to enhance vision health in China

- Essilor goes further in its commitment to eliminating poor vision around the world through a three-year strategic partnership with Tencent.
- This agreement will focus on raising awareness on vision problems, eye care service innovation and eye health management.

Charenton-le-Pont, 28th July 2020 – With this partnership, Essilor, the world leader in ophthalmic optics, and leading technology company Tencent will work together to leverage their industry insight and innovation advantages to provide innovative digital products and applications, to increase the public awareness of visual health and to offer more professional and efficient services.

Poor vision has become one of the biggest threats to China's public health, with more than 600 million of China's 1.4-billion-population suffering from uncorrected poor vision. Due to low awareness regarding vision problems, lack of industry standard enforcement and a limited access to professional eye care service, the issue is in great need of improvement in China.

This new partnership will combine the strengths and knowledge of both companies to reach a deeper understanding of consumers, further empower China's eye care professionals and ultimately better serve China's vision needs. Essilor will contribute its know-how and strong innovation capabilities in vision care, as well as its awareness and educational programs which have proven successful across the globe, while Tencent will bring its wide network with and understanding of consumers, as well as its strong experience in digital tools.

Throughout their respective histories, health care has been a key priority for both Essilor and Tencent. This collaboration further emphasizes the strong engagement of both companies to improving people's lives and reinforces Essilor's commitment to eliminating poor vision around the world.

Arnaud Ribadeau Dumas, CEO of Essilor Greater China and Global Instruments Division, declared: "We are very proud to be partnering with such a leading and iconic company as Tencent. *Essilor and Tencent share the same dedication to improving the current state of vision health in China through public education and innovation. At Essilor, we aim to eliminate poor vision from the world in one generation and we can only achieve this goal by working with partners like Tencent to achieve greater reach and awareness. This partnership also reflects Essilor's sustained presence and long-standing commitment to China.*"

About Tencent

Tencent uses technology to enrich the lives of Internet users. Tencent's communications and social platforms Weixin and QQ connect users with each other, with digital content and daily life services in just a few clicks. Tencent's high performance advertising platform helps brands and marketers reach out to hundreds of millions of consumers in China. The financial technology and business services support its partners' business growth and assist their digital upgrade.

Tencent invest heavily in talent and technological innovation, actively participating in the development of the Internet industry. Tencent was founded in Shenzhen, China, in 1998, and listed on the Main Board of the Stock Exchange of Hong Kong.

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. Essilor International is a subsidiary of EssilorLuxottica. The EssilorLuxottica 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: ESLX.PA; Bloomberg: EL:FP.

For more information, please visit www.essilor.com

CONTACTS

Media relations

Tel.: +33 (0)1 49 77 45 02