



LUXOTICA®



Omnichannel

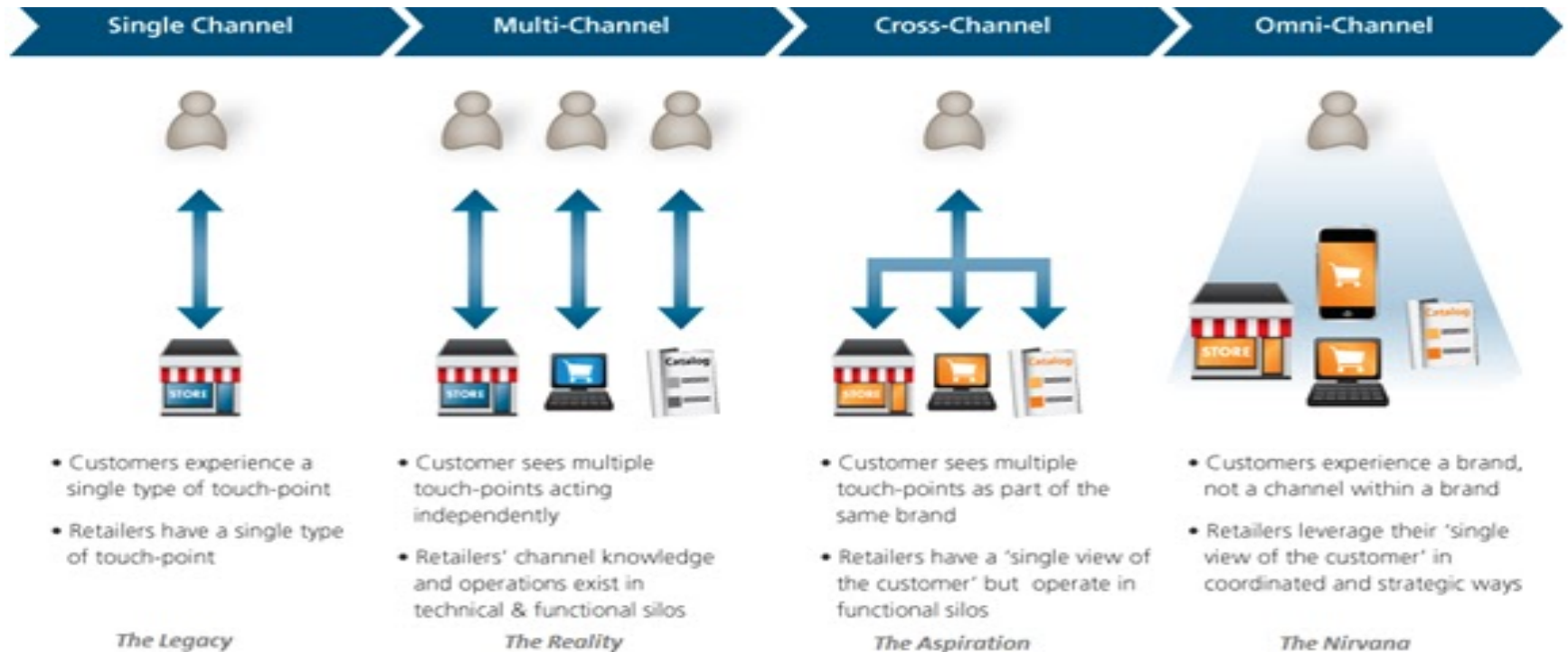
March 27th, 2014

OMNI-CHANNEL – *What is it?*

Seamless convergence of the *PHYSICAL* and *VIRTUAL* world

- Customers experience: a Brand not a channel within a Brand
- Retailers use single view of the customer (i.e. data) and content to form strategies
 - Capture (Awareness)
 - Engage (Hold on to)

Evolution of Omni-channel



CUSTOMER EXPECTATIONS HAVE CHANGED

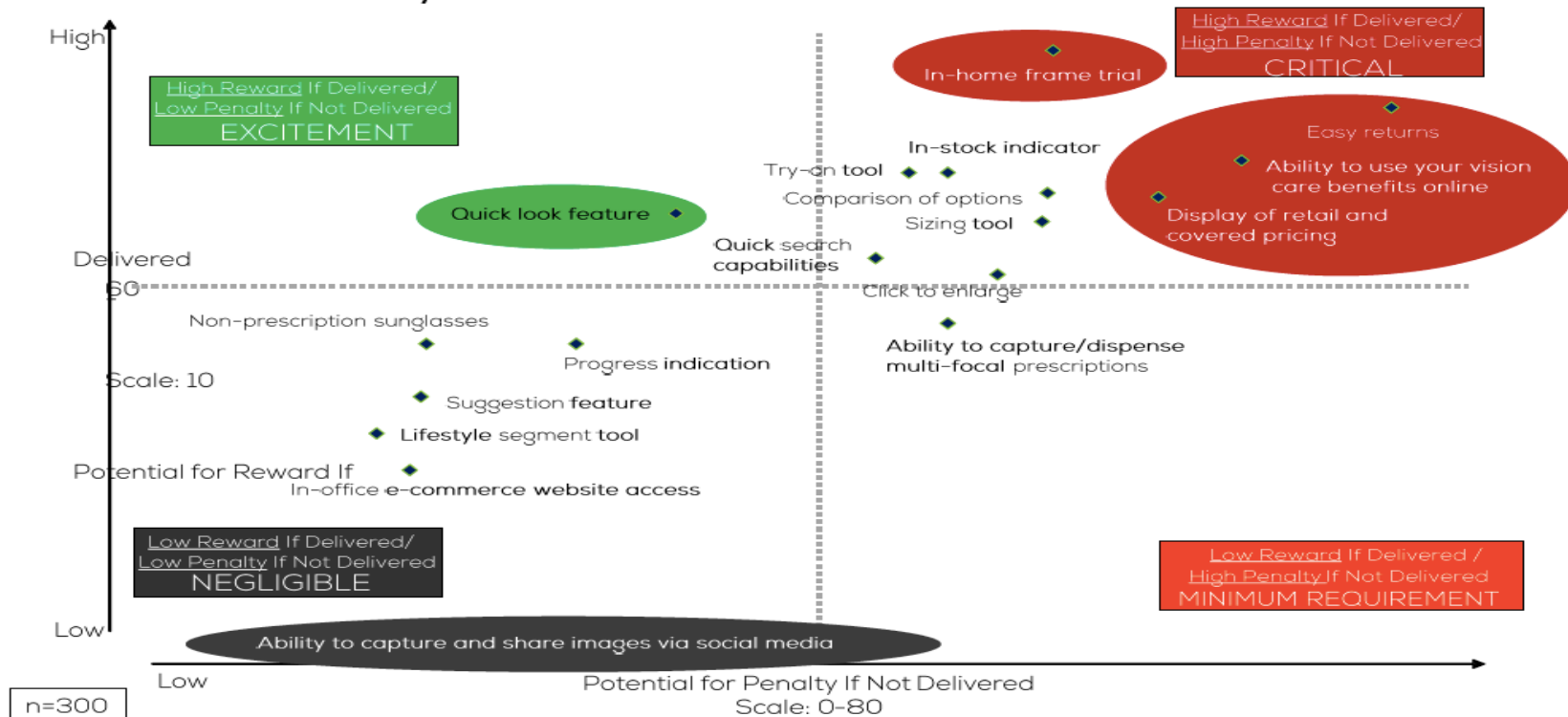


IMPLICATION TO EYEWEAR AND VISION CARE RETAILERS



THE VOICE OF THE CUSTOMERS

Kano analysis: members



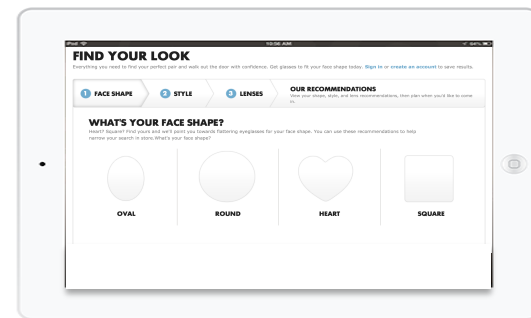
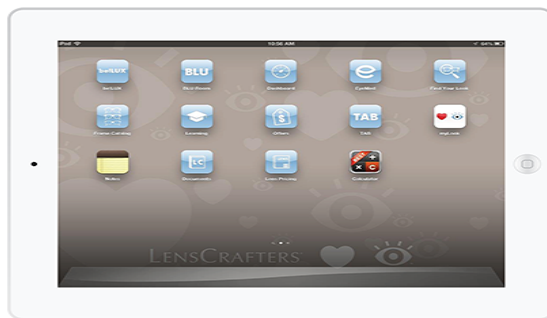
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SOME POTENTIAL IMPACTS TO OUR INDUSTRY

- **Offer consumers seamless online/offline shopping,** support and integration
- **Integrate online and offline** customer data, profiles and user journey's (STRATEGIC CUSTOMER CENTRIC ECOSYSTEM)
- **Make insurance claims convenient** and integrated with online shopping
- **Innovate** with social shopping, facial recognition, lens options and virtual try-on (VTO)
- **Offer the widest range** of the globally-leading brands

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Link to customer web/mobile activity and My Account for quick access to customer profile and a seamless customer experience



Some Examples: 2

Brick to Click— myLook Multi-Image Capture

Real time confidence builder allows customers to view their look side by side



Some Examples: 2

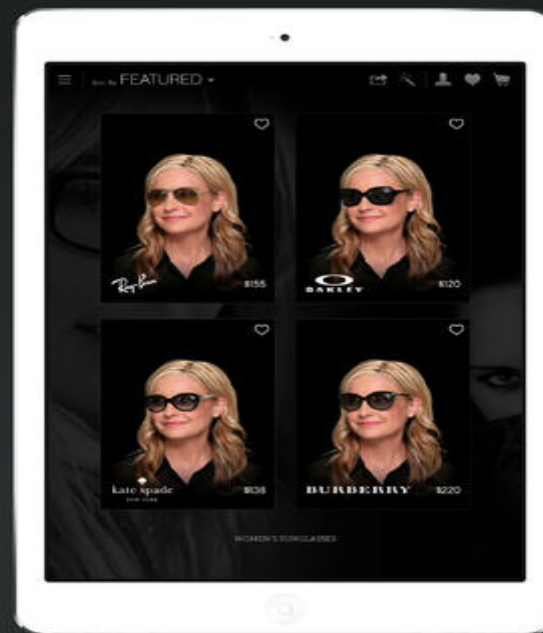
Click— Virtual Try On

Try on glasses
from **your** iPad



LUXOT

Browse **thousands** of glasses
& sunglasses on **your** face



WHY DOES OMNI CHANNEL MATTER?

- Online RX Growth 47% CAGR reaching \$2.8B by 2015
- Mobile will become the dominant online RX research and decision “channel” within 2 years
- Current online market LEADERS focused on price-based positioning, leaving premium segment with less competition
- Current online-only players will significantly increase focus on growing offline retail/engagement

KEY TAKEAWAYS

- Omni – Channel is a Retailer MUST
Regardless of category
- Retailers must be ALWAYS ON
HOW / WHERE / WHENEVER
- Eyewear and Vision Care Implications are forcing category re-definition
Doctor Integration/Rx
Insurance
Digital Tools
VTO /Lens Simulators