



ONESIGHT® NEWS
Connecting Luxottica's People and Passion



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On the cover:
Global Clinic Recipient,
India Global Clinic 2009



Beth Silcox, LensCrafters, Salt Lake City dispenses a very high prescription to 80 year old Naya Ram, his very first pair. Naveen Goswami (back), Luxottica India, is also working dispense during the Global Clinic to India, 2009.

This recipient can now see his son clearly thanks to glasses from OneSight. India Global Clinic 2009.

OneSight in 2010

The first year of OneSight was one of impressive program growth, collaboration and connectivity amongst employees worldwide. What is in store for 2010? To find out, we sat down with Executive Director **Greg Hare**.

Q What are the goals of OneSight in 2010?

Greg: 1) Continued growth and expansion of OneSight across Luxottica business divisions worldwide
2) Enhanced reputation and visibility for OneSight within the global optical charitable landscape

Q How will OneSight achieve the goal of an enhanced reputation and visibility within the global charitable landscape?

Greg: Quality care, innovation and sustainability. Quality care will be achieved through increased time spent per patient and dispensing sturdier frames with greater accuracy of prescription. Our focus on innovation will lead to local sustainability. One example is our partnership with Engage Mamelodi, a health organization running a permanent clinic outside Pretoria, South Africa. In addition to partnering with them for one of our South Africa Clinics, we are also providing them with optical equipment, enabling them to provide sustained eye care long after our Clinic is over.



Greg Hare gives the gift of sight to Global Clinic recipients in India

Q How will OneSight achieve the goal of continued growth and expansion?

Greg: We are asking countries with active OneSight programs to establish official OneSight non-profits in their local countries to enhance local credibility and fundraise. We are asking countries currently not participating in OneSight to start new programs including eyewear collection, organizing local vision screenings and more. Email us at info@onesight.org for tips on establishing local programs.

Q How can employees help reach these goals?

Greg: We will only reach our goals when every employee worldwide gets involved. Involvement includes collecting eyewear to be recycled for a Global Clinic. Or, organizing vision screenings at a local homeless shelter. Or by simply joining the conversation on our official Facebook page. It's an amazing experience to help someone see and I personally encourage all employees to get involved today.

OneDay GLOBAL ACTIVITIES

TUESDAY | DECEMBER 1 | 2009

On OneDay (December 1, 2009), Luxottica's first annual day of giving through OneSight, employees worldwide joined together to help the world see. On this single day of giving, employees hand-delivered clear vision to more than 25,000 recipients, collected 1,934 pairs of eyewear to recycle for upcoming Clinics, raised thousands of dollars, and welcomed 948 new fans to the official OneSight Facebook page.

Here are some OneDay highlights from regions around the world. For more OneDay stories, check out www.facebook.com and search for OneSight.



Luxottica Retail **North America** employees helped more than 25,000 recipients in-store with free exams and new glasses. At the home office and Manufacturing Labs and Distribution Centers, employees collected 1,241 pairs of eyewear and raised nearly \$2,000. Oakley North America collected 357 pairs of eyewear!



Across **Italy**, employees celebrated those selected for 2010 Clinics and recycled eyewear throughout the day. In Milan, employees joined Mr. Guerra for breakfast where they heard first-hand about his OneSight experience in India. The office collected 200 pairs of eyewear and 2,500 for OneSight.



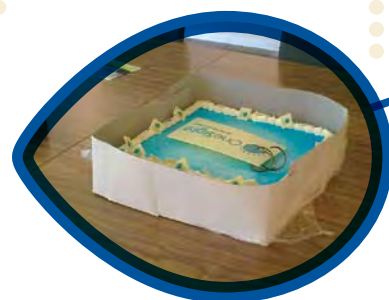
Croatian employees celebrated OneSight and met their new Country Leader, Antonija Zuncic, on OneDay.



Global employees helped over 10,000 people at the Global OneSight Clinic in **Thailand**.



240 Oakley and Luxottica employees in **Brazil** celebrated OneSight and 2010 Clinic team members at a rally at their corporate office.



Employees in **South Africa** collected 300 pairs of glasses for OneSight.



Employees in **India** held vision screenings for 150 people at the RayBan Factory at Bhiwadi and held an eyewear collection drive in three regional offices.



Luxottica Retail **Asia Pacific** employees raised \$6,247 for OneSight and held an eyewear recycling challenge between EyeBiz and the head office - EyeBiz won!



David Berumen gives a Clinic tour to the Higha Ranu of Jodhpur in India, 2009

Meet the OneSight Clinic Managers

It takes special people with unique skill sets to successfully lead our Global Clinics. Over the next two newsletters, we will introduce you to the five people who serve as Clinic Managers; seamlessly running Clinics and providing an amazing experience for the more than 850 employees giving the gift of sight on Clinics this year. In this issue, meet **Leona Dockery** and **David Berumen**!

LEONA DOCKERY, Clinic Manager since 2001

Inspiration to become a Clinic Manager: After leading my first Vision Van Clinic in 1997 and attending my first Global Clinic two weeks later, I was hooked!

Previous role at Luxottica: LensCrafters General Manager

Leadership style: Supportive and communicative enabling the team to focus 100% on the Clinic experience and not what's going on at home.

Favorite Clinic moment: A local Ophthalmologist performed surgery on a young Loatian girl who came through our Clinic, blinded by cataracts. It was amazing that our program could help this girl see with surgery the way we do every day for millions with a pair of glasses.



Leona Dockery trains Clinic volunteers in Houston, USA, 2009

DAVID BERUMEN Clinic Manager since 2004

Inspiration to become a Clinic Manager: My inspiration came from my experience over five Clinics as a team member which helped me realize the true meaning behind the service we were offering.

Previous role at Luxottica: LensCrafters Retail Manager

Leadership style: Calm, easy-going and promote teamwork.

Favorite Clinic moment: When 9-year old Lais from Brazil, pulled my face close hers, thanking me for new glasses she was about to receive. I was deeply moved by her appreciation.

DUBAI "MONTH OF SIGHT"

300 Magrabi, Yateem and Al Jaber Optical stores across Dubai collected eyewear from customers last quarter during the "Month of Sight."

"We were so pleased with the results from our "Month of Sight" promotion,"

said **Marco Bonapace**, Marketing Manager for Luxottica Middle East. "Not only were we able to help raise awareness and support for OneSight, but we feel this collection drive helped increase traffic into our stores. We look forward to holding this event again in 2010."



Marco Bonapace, Luxottica Emirates receiving an eyewear donation from Masad Dawood, Magrabi UAE General Manager (Luxottica customer), UAE, 2009

SUNGLASS HUT NORTH AMERICA RAISES MORE THAN \$1,000,000!

\$1,000,000 for OneSight - that's what Sunglass Hut associates have raised since the register donation program began in their stores in June 2008. "What an amazing group of associates," says **Dan Nowlin**, Senior Vice President, Sunglass Hut Operations. "They are extremely passionate about One Sight. Never in our wildest dreams did we imagine reaching the \$1,000,000 mark so soon. And what a tribute to our customers as well, even in these recessionary times."

How do they do it? Ask one of their top collecting associates, **Nanette Williams**, SGH General Manager in Canada: "I ask every single customer for a donation. Just the other day, I got a \$50 donation from a customer that I almost forgot to ask! I just ask in a positive and outgoing way, and most of the time, people say yes!"



Nanette Williams, Sunglass Hut Associate, Alberta Canada, receives a OneSight donation from a customer.

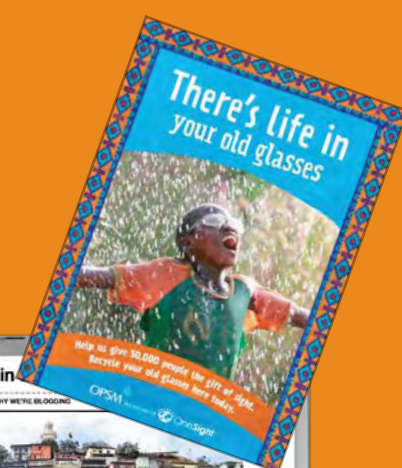
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'THERE'S LIFE IN YOUR OLD GLASSES' - AN OPSM & ONESIGHT CAMPAIGN

From September 28th to November 8th, OPSM consumers across Australia and New Zealand were inspired to "give new life to their old glasses" via TV, print and radio ads. OPSM marks the first retail brand to execute a major cause marketing push which resulted in and over 30,000 pairs of glasses donated to OneSight.

"This was a fantastic opportunity to raise awareness about those who do not have even basic eye care," said **Vanessa Knight**, OPSM marketing director. "In a competitive market, we had some of the strongest weeks of sales since Quarter 1 2009."

OPSM ad agency BMF captured footage during the Clinic in Ecuador at the end of the summer and developed ads which ran on TV and online. The campaign was also supported by an accompanying radio, letterbox drop, press and PR activity. Check out the ads on our OneSight channel on YouTube or via www.opsm.com/onesight.



Daddy, I can see now.

Above: Excerpt from OPSM's "Fanny's Story" video. Top Right: Store window poster. Bottom Right: Accompanying Blog to "Fanny's Story".

LUXOTTICA ISRAEL PROMOTES ONESIGHT DURING ANNUAL BUYING DAYS

In an effort to grow country awareness and participation in OneSight, Luxottica Israel educated key accounts and top customers about our charity during their annual buying days.

"We are excited to present OneSight to all our customers," commented **Daive Airey**, Country manager of Israel. "Everybody is really welcoming the initiative and all of them are really proud to be part of this program."



From left: Michael Mamiya, Israeli Luxottica sales representative and a Luxottica customer, Israel 2009

LUXOTTICA NETHERLANDS' CUSTOMERS COLLECT EYEWEAR FOR ONESIGHT

Luxottica customers in the Netherlands are supporting OneSight by collecting eyewear in their stores. These customers first learned about OneSight at the Luxottica Group booth at the premier sun trade show this past November.

"Our country is historically very active in charity, which is evidenced by tremendous local customer participation of our program" said OneSight Country Leader **Nathan Mooij**. "This is a great start for the development of OneSight in our country."



Netherlands Country Leader Nathan Mooij (left) introduces OneSight to a Luxottica customer during the show, Netherlands, 2009

BLOG SPOT

To read more and to follow all of our Global and Regional Clinics, log on to www.onsight.org.

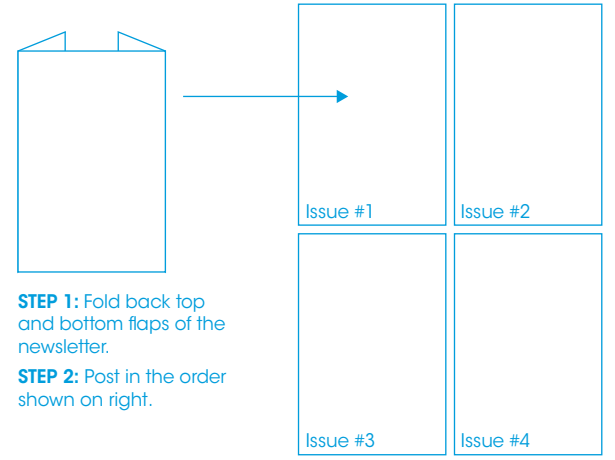
"This precious woman loves to knit and crochet but was having a hard time because she couldn't see close items clearly. After I dispensed her new glasses she teared up as she looked at her prescription with her name on it. She could not believe how clearly she could see the letters and numbers on the page."

Cindy Brough, Oakley North America, Mexico Clinic



POSTER FUN

Now you can display your OneSight pride with beautiful imagery of recipients from around the globe! Each quarterly global newsletter folds down into a poster to hang in your work space. At the end of the year, you will find all four posters (one from each quarterly newsletter) fit together to create one larger design.



2010 Global Clinic Locations

- Thailand Jan 25 - Feb 6
- India Feb 15 - 27
- El Salvador Apr 26 - May 7
- China May 3 - 15
- Ecuador May 24 - Jun 4
- Mexico Jul 12 - 23
- Paraguay Jul 18 - 29
- Ethiopia Sept 6 - 11
- Mexico Sept 6 - 18
- South Africa Sept 20 - Oct 2
- Ghana Oct 11 - 23
- Bukina Faso Oct 24 - 30
- India Nov 1 - 13
- South Africa Nov 29 - Dec 10
- Thailand Nov 29 - Dec 10

LUXOTTICA

india



ON. UNA PASIÓN. **FOUNDED**

Vittorio Verdun, Luxottica's Sr VP of Sales, slipped a note in with a pair of his old frames he was recycling, hoping he would learn about the individual that would receive his glasses.

His hopes were realized when Sunglass Hut Store Manager, **Tawain Davis**, sent him a picture of his glasses on a OneSight recipient in Mexico.

"When I saw the recipient wearing my old frames, the full realization of what I had done swept over me," said Vittorio. "I was able to give someone what was probably the most important gift of their life."



Top Left: Emy Rodriguez, Theresa Lalak, Vittorio Verdun, Stacey Schwartz, and Meg Mirallo recycling eyewear during the Marketing Department challenge.

Right: OneSight recipient in Vittorio's old glasses with Tawain Davis, SGH Manager in Fayetteville, NC.

recipient corner



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