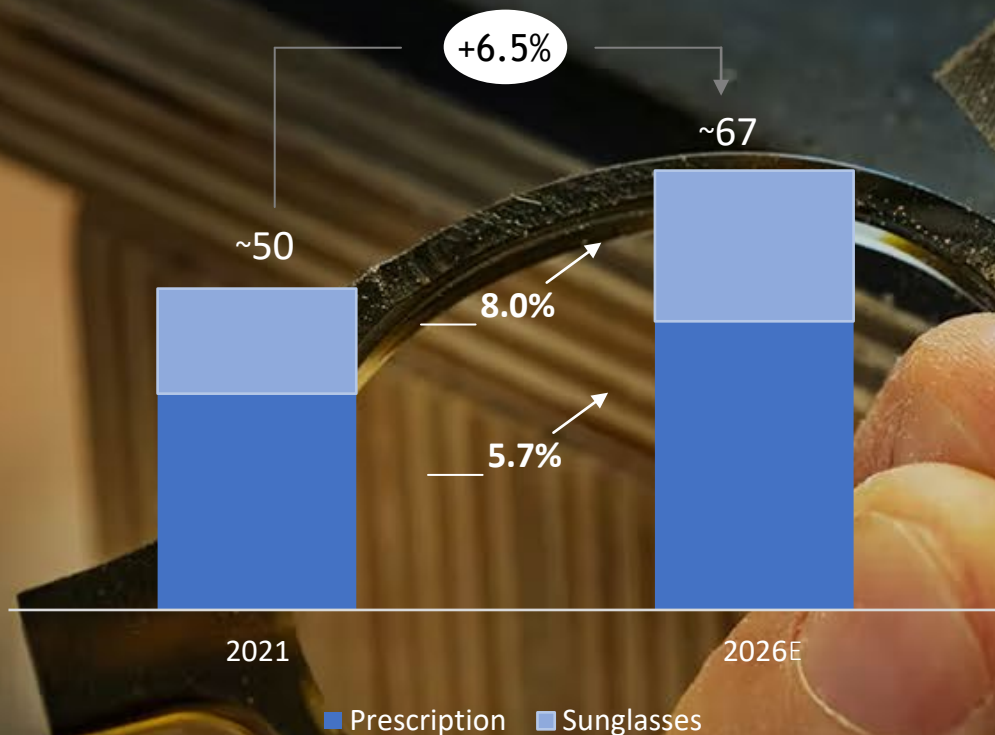


An appealing Eyewear Industry

SEVERAL ONGOING TRENDS CONTINUE TO SUPPORT THE INDUSTRY
MEDIUM-TERM GROWTH OUTLOOK

Eyewear market¹ size in retail value (€bn)



Demographics

- Global population predicted to grow by 10% by 2030 reaching 8.6 billion. Global need for vision correction will increase by 28% in 2030².

Lifestyle changes

- Lifestyle changes (e.g. urbanization, sedentary and indoor lifestyles) contribute to the increase of vision loss. Consumers are today better informed about the health benefits of wearing sunglasses to protect eyes and skin from sun damage.

Premiumization

- The shift towards branded frames and innovative design has contributed to reducing the average life of a pair of sunglasses, often leading the consumer to buy more than one.

Channels

- Online has outpaced offline growth in recent years and is expected to continue to grow faster over the next ones.