



SWAROVSKI OPTIK: OUR HUNTING POSITION

SWAROVSKI OPTIK supports hunting if it is carried out sustainably, responsibly, legally, and in harmony with nature.

For the love of nature

As a family business firmly rooted in Tyrol, an area of outstanding beauty, SWAROVSKI OPTIK considers it to be its duty to take care of the environment, protect nature, and safeguard biodiversity. Our love of nature has

inspired us for more than 70 years. Our aim is to help people to love nature and encourage them to treat it with care and respect as a guest, including when hunting.

At the heart of hunting: respect for nature

We see hunting as a responsible pursuit in harmony with nature – if it is carried out sustainably. Through our commitment to our company philosophy and the age-old hunting traditions of the Alpine realm, we stand behind all forms of hunting internationally that support and strengthen the respectful contact between man and nature. The hunter has to rely on alert and trained senses: watching respectfully and with full concentration, listening carefully, and safely assessing situations are the basis for hunting and its success. We believe that this respect for nature and her beauty lies at the heart of hunting.

We are convinced that meat harvested through hunting (game) is an ethically correct high quality food source. In the wild, the game can roam around in ways appropriate to its species. Until the very last second, it is living a life of freedom and is taken down by a precise hit without

any stress. The venison is superior to many other forms of meat production: No transportation, no antibiotics, no intensive livestock farming; just “from the wild to the table”. The result is sustainable, regional and healthy food, which encourages the mindful consumption of meat.

Hunting has its own laws in every country. It goes without saying that for us, hunting is only legitimate if it is done responsibly. SWAROVSKI OPTIK opposes unnecessary animal suffering and illegal hunting practices. We believe that every creature should be appreciated and respected.

We are aware that there are differing, sometimes very emotional, opinions on the subject of hunting, a number of areas of conflict, and open opponents to hunting. We respect these different opinions on hunting.

About SWAROVSKI OPTIK

The Austrian company SWAROVSKI OPTIK, founded in 1949, specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users in the three target

groups Hunting, Birding and Outdoor. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects.