



July 23, 2015

Luxottica, NA  
12 Harbor Park Drive  
Port Washington, NY 11050

Dear Dr. \_\_\_\_\_,

Luxottica has invested heavily in product development, R&D, design and technical innovation, creating a portfolio of high quality eyewear brands loved by consumers around the world. Our brands are distributed through a network of approved partners, including numerous members of your group, who best reflect our brand values and showcase our products in the right environment.

We have been listening to our partners, including your members, and they have told us they face several challenges including an increase in unauthorized sellers in the marketplace. To help address this concern and protect the value of our brands, we are launching a global effort requiring our customers to sign an Authorized Retailer Agreement (ARA). As a buying group representing a significant portion of our partners we wanted to inform you of this program and ask for your support in addressing questions and concerns from you members.

Among other things, the ARA asks that our partners buy Luxottica brands directly from Luxottica, sell our products exclusively to consumers and not to other resellers, and use the point of sale materials in the manner intended. We will be launching this program in August and require that all customers sign the agreement by December 31st 2015. Signatures for the ARA will be collected digitally via selected Sales Consultants and our B2B portal, [my.Luxottica.com](http://my.Luxottica.com). ARA does not alter our existing commercial terms, including payment terms, rebates, etc.

We are confident that this next step will help improve the long-term health of our eyewear brands and your members who carry these brands. Thank you for your continued support.

Warmest Regards,

A handwritten signature in purple ink, reading "Jennifer Brown". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

Jennifer Brown  
Director of Business Development  
Luxottica NA