



LUXOTTICA MEDIA POLICY

We receive frequent requests from the media to interview associates and to film inside our stores, labs, manufacturing and other facilities.

Luxottica policy states that associates are not permitted to conduct media interviews, borrow product from stores and/or allow filming in stores or other facilities without advance approval by and in coordination with the Communications and Public Relations Departments.

If you are approached by a member of the media, please explain that it is company policy to obtain all approvals through the communications team. Then provide them with the contact information below:

Jane Lehman

Vice President Corporate Communications

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Senior Director of Public Relations

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- ADDITIONAL INFORMATION -

If a member of the media requests an interview, wants to borrow product, and/or if a camera crew or photographer shows up at your location, follow these steps:

- Please thank them for their interest and ask for their information (name, media affiliation, phone number, and email address).
- Explain that it is company policy to obtain advance approvals before conducting interviews, sending product or allowing photography/filming.
- Excuse yourself to call the appropriate public relations contact listed above to coordinate approvals and provide all the details of the inquiries.
- If/when the request is approved, a spokesperson will be identified. The PR team will also provide him/her with talking points and interview tips on how to best respond to the questions.

If a member of the media requests an interview or comments on any of the following scenarios, please follow the instructions above and refer them to the Public Relations Department. At the same time, please immediately inform your supervisor.

- Open or closed police investigation
- Alleged crimes (committed by associates/doctors, or in/near the store premises, or by a current/former customer)
- Wrongdoing or general inquiries about third party vendors and product recalls
- Natural disasters or incidents that prevent the normal flow of business (e.g. floods, fire, infrastructure damages, etc)
- Internal employee issues

Responding to interview requests and managing cameras on-site:

There is no such thing as “off the record.” Please do not engage in casual conversation with a reporter under any circumstances. A seemingly off-handed or personal comment may be used as a quote in the reporter’s story – and cameras can be rolling at all times. Please confirm that cameras are OFF until you receive necessary approvals. Reporters should not approach customers or other associates unless prior approval is obtained per our policy.

TV/Movie Filming

The public relations department works to ensure that Luxottica brands and products are featured in appropriate TV and movie opportunities. If you are approached by a studio or film crew to film in your store, please ask for their name, affiliation and telephone number. Then contact the PR team to coordinate the details. Do not allow a crew to film your store location or customers without approval.

Filming Inside Store Locations (video cameras, still/digital cameras):

- Filming inside your store location should not take place unless the reporter has obtained advance approval from the public relations department and the site management company (follow steps above to obtain approvals). Filming is never allowed inside our labs or manufacturing facilities.
- Based on the intended focus for the story and whether filming will disrupt business, the public relations department will work with local management to either approve or deny the request.
- Should the request be denied while the crew is waiting onsite, we may request your assistance in politely asking the film crew/reporter to leave using the following statement:
 - “Thank you for your interest, but we are unable to accommodate your request at this time. Please contact our public relations team at 212-302-1200 for more information. We appreciate your cooperation and thanks again for your interest.”
 - If the reporter/film crew continues to push for a comment, please use the following statement: “I’m sorry, but I am not authorized to comment on your questions at this time. Please contact our public relations team for more information. We appreciate your cooperation, but we will have to ask you to please leave the premises.”

Filming Outside Store Locations (video cameras, still/digital cameras):

- Generally, the media has the right to film in public areas. However, most malls and shopping center management companies require clearance before filming.
- If you see a camera crew filming outside your location, make note of any station identification and immediately contact the public relations department. If appropriate, you should also notify your retail management company to ensure compliance with their specific policies.

Borrowing product

The PR team works to ensure that Luxottica products are featured in national and regional media, including magazines, newspapers, websites, blogs, and in TV/films. The PR office has access to product to fulfill these requests. If you are approached by the media or a film crew to loan product, please ask for their name, affiliation, telephone number, and contact the public relations office to coordinate the details. Do not loan product directly from your store unless approval is provided. This includes loaning product to local editors and stylists.

Store Events

If your store is hosting an event and you would like to invite the local media or inquire about possible press coverage, please contact the PR department with the event details so that we can assess and provide strategic press outreach and support.