

**Essilor and Michelin unveil a common awareness campaign
 “*Together for safe mobility: Check your vision, check your tires*”
 on the occasion of the Movin’On summit**



The Michelin Man and Max, Michelin and Essilor’s ambassadors, team up to promote safe mobility

Boulogne-Billancourt 4 June 2020 – As Movin’On, the international summit for a safer mobility inspired by Michelin, is being kicked off, Essilor and Michelin jointly launch a global awareness campaign, “*Together for safe mobility: Check your vision, check your tires*”. For the first time, this campaign will bring together both brand ambassadors, the Michelin Man and Max, urging drivers to check their vision and their tires before getting on the road again. Both groups firmly believe in the power of joint initiatives to ensure a safe mobility. This is particularly critical today, as people progressively get back on the roads again in the context of Covid19.

In the framework of their partnership announced in November 2019, Essilor, the world’s leading ophthalmic optics company, and Michelin, the global tire and sustainable mobility leader, launch their first common initiative: a common global awareness campaign for a safer mobility. This approach aims at raising awareness about the importance of good vision and tires in good condition, as populations progressively get back on the road again.

The campaign will have a global reach and will be deployed progressively in pilot countries where dedicated recommendations will be made available, encouraging the wider public to take action with eye care and tires’ professionals. The campaign will first be released through digital channels with common visuals pushed through the two groups’ social media accounts.

This awareness-raising campaign builds on the recent update of the United Nations’ (UN) recommendations to countries for enhancing national road safety systems. “Ensuring good vision for all road users” is now part of the official recommendations to achieve the UN road safety goals on a global scale. In this regard, Essilor and Michelin, both partners of FIA Action for Road Safety and the UN Road Safety Fund, are proud to work alongside and to collaborate concretely to ensure a safer mobility.

About Movin'On

Essilor and Michelin both participate in Movin'On, the International Summit for Safe and Sustainable Mobility that is transformed this year in "Movin'On Digital Meeting", happening online on 3 & 4 June 2020 (<https://www.movinonconnect.com/>).

The mission of the Movin'On Summit is to move from ambition to actions. Described as the « Davos of Mobility », this event brings together thousands of leaders from academia, politics, business, cities and startups. Together, they collaborate and act to bring sustainable mobility to life. It is made up of multi-disciplinary and multi-sector experts, work all year round as "think-and-do tanks" to promote eco-systemic innovation and to develop concrete solutions for truly sustainable mobility.

Movin'On is working on concrete solutions and innovations to encourage mobility with two main objectives: improve society by implementing mobility multiple and complementary solutions that answer the three criteria of efficiency, ethics and inclusion.

Act for the planet by addressing climate change, air pollution and the scarcity of resources.

About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tire production facilities which together produced around 200 million tires in 2019. (www.michelin.com)

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About Essilor

Essilor International is the world's leading ophthalmic optics company. Essilor designs, manufactures and markets a wide range of lenses to improve and protect eyesight. Its mission is to improve lives by improving sight. To support this mission, Essilor allocates more than €200 million to research and innovation every year, in a commitment to continuously bring new, more effective products to market. Its flagship brands are Varilux®, Crizal®, Transitions®, Eyezen™, Xperio®, Foster Grant®, Bolon™ and Costa®. It also develops and markets equipment, instruments and services for eyecare professionals. Essilor International is a subsidiary of EssilorLuxottica. The EssilorLuxottica share trades on the Euronext Paris market and is included in the Euro Stoxx 50 and CAC 40 indices. Codes and symbols: ISIN: FR0000121667; Reuters: ESLX.PA; Bloomberg: EL:FP.

For more information, please visit www.essilor.com

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