

Biographies for Multimedia Release –

Andrea Guerra Chief Executive Officer, Luxottica Group

Andrea Guerra is the CEO of Luxottica Group, having been appointed Director and Chief Executive Officer in 2004. Andrea oversees a growing company with net sales which in 2009 totaled €5.1 billion, 60,000 employees, over 6,300 stores, a best-in-class brand portfolio and a solid global presence spanning six continents.

Under Andrea's leadership, in 2007 Luxottica acquired California-based Oakley, the world's leading sports optical brand and the Group has successfully penetrated the Chinese market and expanded in high potential markets like the Far East, South Africa and India.

Prior to joining the company, Andrea was with Merloni Elettrodomestici since 1994, where, from 2000, he was its Chief Executive Officer. Mr Guerra is Chief Executive of Luxottica S.r.l., Chairman of OPSM Group PTY Limited, member of the Board of Directors of Luxottica U.S. Holdings Corp., LensCrafters Inc. and of Oakley, Inc., all of which are part of the Luxottica Group.

Chris Beer Chief Executive Officer, Asia Pacific, Greater China & South Africa

Chris is the Chief Executive Officer for Luxottica Asia Pacific, Greater China and South Africa. Across the region he is responsible for a staff of 8,500 and 2,100 retail outlets, with more than 830 stores in Australia alone.

In 2009 despite tough economic conditions, Luxottica continued to grow. The Sun sector has grown over 20 per cent over the past three years, and last year saw the introduction of Sunglass Hut to Myer stores across Australia. The regional business continues to grow significantly, and under Chris' direction it recently expanded into the Philippines.

Chris joined OPSM 23 years ago and, in recent years, has held a number of senior positions in sales and operations. In 2004, Chris was appointed Chief Operating Officer of Luxottica Retail Asia Pacific and in 2006 CEO for the region, including South Africa and Greater China.

Rhonda Brighton-Hall Luxottica Project Leader

Senior Vice President, HR & Communications

Rhonda is Senior Vice President of Human Resources and Communications for Luxottica in Asia Pacific, Greater China and South Africa. She has been part of the new retail concept store project since its conception, hand picking and leading this retail innovation's team through concept to completion. Rhonda was also named the Telstra NSW Business Woman of the Year in late 2009.

In her 'day-to-day' role, Rhonda influences the working environment of 8,500 employees regionally and leads the development and implementation of strategy in people, culture and communication. Since joining Luxottica in 2006, Rhonda has led a creative, ambitious team to great success.

Both people and cultural metrics have improved significantly and the business results, particularly in these economic times, demonstrate that it's possible to be very successful and very human. A focus on people drives even greater success in the business.

Rhonda returned to Australia in 2006 following several years working in Europe and the US to take up this role with Luxottica.

Melinda Spencer Vice President, Marketing for Luxottica Australia and New Zealand

Melinda Spencer has recently been appointed as Luxottica's head of marketing for Australia and New Zealand. Two years ago, she was handpicked to join the retail concept development team. At the time, she headed up marketing for Sunglass Hut, one of Luxottica's leading retail brands. As the marketing lead for eye hub, she played an integral role in the vision, look and feel and customer offerings.

Robbie Robertson Managing Director e2

Robbie is the Managing Director of international design agency e2. He is responsible for offices in Melbourne, Singapore and Sydney, where his senior design team have recently completed projects for Qantas Australia, Virgin Mobile, New Zealand, The Australian Government in Jakarta and China Telecom Shanghai.

A highly skilled project developer and brand strategist, Robbie is an expert in creating experiential environments that deliver tangible business solutions.

Over his 16-year career that spans London, New York and Sydney, Robbie has delivered work for Barclays, Coca Cola, BBC, British Airways, T-Mobile, Samsung and Sony. He has managed a range of services for his clients from exhibitions,

events and product launches to defining tailored retail and brand strategy for blue chip clients.

In 2007 Robbie Robertson co-founded e2, forming the first multi-disciplinary design consultancy of its kind in Australia. e2 was recognised in its second year of business, when it won the 2009 B&T Experiential Agency of the Year with accolades for pushing the boundaries in projects for Qantas, Commonwealth Bank and Singleton Ogilvy Mather.

Ian Pearson **Futurologist**

Dr Ian Pearson is a full-time futurologist, tracking and predicting developments across a wide range of technology, business, society, politics and the environment. He is a Mathematics and Physics graduate and has worked in numerous branches of engineering, from aeronautics to cybernetics and sustainable transport to electronic cosmetics.

Ian believes augmented reality will play a significant role in shaping future lifestyle, but that the most important differentiation between retail now and in the future will be the extreme personalised focus on customers. He has an 85 per cent accuracy rate in his predictions, and among his many inventions and predictions are text messaging (1991), active contact lenses (1991) and video intercoms (1993).

He was British Telecom's full-time futurologist from 1991 to 2007, and still writes, lectures and consults globally on all aspects of the technology-driven future. His recent clients include Canon, Microsoft, HSBC, LG, Heinz, Fujitsu and Yahoo. He has written several books and made more than 450 TV and radio appearances.

Ian is a Chartered Fellow of the British Computer Society, the World Academy of Art and Science, the Royal Society of Arts, and the World Innovation Foundation. In 2007, he was awarded a Doctor of Science degree from the University of Westminster. He was recently awarded an Award for Excellence by the US Army.