

Luxottica's New Retail Concept Store

Key Facts on OPSM Eye Hub in Australia

July 2010

OVERVIEW, CONCEPT & DESIGN

- Largest optical retail store in Asia Pacific and, possibly, the world
- Approximately 1,500 square metres in size
- The largest range of optical and sunglasses in the Southern Hemisphere with more than 2,000 unique SKUs
- Largest number of consultation rooms in one location with seven optometrists in the store at all times (most stores have 1 or 2)
- Global launch in Melbourne with additional stores to be rolled out in Australia and globally over the next several years under separate brands
- Store concept and use of technology centres on the customer experience
 - unparalleled customer service with at least 18 employees on any given day
 - concierge at the door greets all customers
 - professional frame stylists help choose the perfect glasses
 - state-of-the-art interactive mirrors and two simulation rooms to test glasses for glare and wind
- The store's immensely-detailed floor plan is in the shape of an eye. The massive product vault, with VIP exclusive designs, is the focal point
- Designer is world-renowned e2 , award winning architects who designed the \$10 million Qantas experience centre and China Telecom's pavilion at the 2010 World Expo in Shanghai
- Unique dedicated kids area with health education and learning components, enclosed eye 'pods' with factoids about eyes and 'eyeball chairs'
- Street entrance with wheel chair access and 'green' (living wall) back entrance
- Extended opening/closing hours of 8:00 am to 8:00 pm, so customers can visit on their way to or from work – whenever suits them
- Mobile Optometrists - schools, aged care - screening in local schools and aged care facilities

PRODUCT

- The largest range of optical and sunglasses in the Southern Hemisphere
- Over 2000 unique SKUs
- All frames, contact lenses and general lenses have the same pricing as other stores
- Four exclusive diamond encrusted designer pieces
 - Oliver People's Harlot \$6,889
 - Cartier Collection \$8,500 product
 - Bvlgari pieces x 2 at \$18,000 each
- Product Range
 - Is the largest of any Luxottica store in the world, including the largest premium range, largest Ray-Ban range and largest Vogue range
 - Largest range of children's glasses in Southern Hemisphere, if not the world
 - Caters for a range of customers from designer to price conscious
 - On site lab allows for fast turnaround of prescription glasses.

Overview of brands in store

Adult Optical Range:	Adult Sun Range: (ALL the Optical PLUS:)	Kids Range Optical:
Burberry	Arnette	Police
Bvlgari	Bill Bass	BMX
Chanel	Bolle	Converse
D&G	Cavalli	Adidas
DKNY	Chloe	Sceats
Dolce & Gabbana	Christian Dior	Easytwist
Ferragamo	D&G (Lux)	Fred Bare
Mossimo	Dirty Dog	Rayban Junior
Mui Mui	Glider	Occhiolini
Oakley	Gucci	Bill Bass
Oliver People*	Jag	Barbie
Oroton	Oakley	Vogue
Paul Smith*	Prada Sport	Hannah Montana
Persol	Ralph Lauren	
Police	Rayban	
Prada	Revo	Kids Range Sun:
Ralph Lauren	Serengeti	Police
Ray-Ban	Stella McCartney	Fred Bare
Ted Baker		TCC Kids
Tiffany		
Tom Ford		
Versace		
Vogue		
Zegna		

*Exclusive to Luxottica store

TECHNOLOGY – INCLUDING OPTICAL EQUIPMENT

- First time the most up to date and comprehensive range of equipment in any optical store in the world
 - Equipment is the same as that used by Ophthalmologists in hospitals
 - Equipment used for eye test for pilots and graphic designers – previously only available in hospitals
- Interactive mirrors designed by Melbourne-based Interactivity. First time in Australia anyone has used these interactive mirrors* The first time people really see how they look!
- Two dedicated simulation rooms
 - Oakley Air Simulation machine - so people can 'road test' the glasses before buying
 - Glare simulation machine for people to test glare leveraged from N3L in the USA
- 64 screens in total
 - 41 touch screens
 - 14 pre-test/optometrist room screens
 - 4 education LCD screens
 - 9 LCD screens [feature wall]
 - 1 x LED screen
- Digital signage for easy change/customisation of content to take advantage of weather, stock, promos from other suppliers, etc. Also, a 'more cost efficient, 'greener' alternative from paper-based signage
- Instant online booking available
- Mini lab in store - means customers will be able to wait for their glasses and take them with them
- Educational content access available to the public via four PCs with ability for customers to print educational material as they want it rather than have large quantities of printed material in store

*Some companies use a combination of PC and a web cam. These are video based, interactive and easy for customers to use.

Optometry Rooms

- 7 x Takagi SM-70N Slit Lamp With Digital Camera: (used to examine the eyelids, cornea, lens and will facilitate more accurate record keeping, better patient management and diagnosis, images can be used when referring patients for ophthalmology assessment)
- 7 x uSee plus Advanced - Optiview LCD Panel Acuity Chart with randomised letter presentation for more accurate vision measurement – very unlikely other practices would have 7 of these
- Colour Vision Test – pilots/graphic designers. This means pilots no longer need to travel to Adelaide for their yearly eye tests
- 4 x Autorefractor / Keratometer - Potec PRK 5000 Autorefractoir / Keratometer - autorefractor used to measure customer's prescription without their input, keratometer used to measure the shape of the cornea for the purpose of fitting contact lenses) (One instrument for both readings makes it easier for the customer & the optometrist) - very unlikely another store would have 4 of these
- 4 x Non Contact Tonometers - Canon TX-F NCT - used to measure eye pressure without the need for eye drops or touching customer's eyes – very unlikely other stores would have 4 of these
- 2 x Accutome PachPen Pachymeter - used to measure corneal thickness, which makes eye pressure measurement more relevant; more accurate information for conditions like glaucoma, keratoconus, pre-laser treatment assessment. Few stores have these
- 4 x Autovertometer - Takagi LM-200 Computerise Lensmeter - used to measure the prescription of customer's glasses – very unlikely other stores would have 4 of these
- 4 x Humphrey Matrix Perimeter - used to measure visual field and to facilitate the earliest possible detection of glaucoma and other neurological conditions
- 4 x Canon CR-1 non Mydriatic Camera - provide surface images of the retina; monitor for progression of eye diseases such as macula degeneration – very unlikely other stores would have 4 of these
- 1 Zeiss Corneal Topographer - used to map out the shape of the cornea, allowing more accurate contact lens fitting, diagnosis of cornea diseases such as keratoconus
- 1 x Zeiss OCT - used to assess the health of the retina by allowing each layer to be viewed individually and in three dimensions. This is the most expensive, most recent and most exclusive piece of equipment, thus very few exist in optometric practices

EYE TEST OFFERINGS

- Several unique eye tests that cater to a wide range of patients, from the standard eye test to the incredibly thorough 'Absolute Care'
 - Easy Care test – standard fast and easy examination that comprehensively assesses a patient's vision. Free and takes approximately 30 minutes
 - Classic Care test – eye test and retinal photo, which provides one of the most accurate records of what the back of the eye looks like. The photo aids in the detection and management of eye diseases and gauges the overall health of the eye. \$50 plus Medicare
 - Total Care test – eye test, retinal photo and matrix screener, which focuses on what may be happening below the surface of the eye. The matrix screener measures vision fields of view and detects irregularities that normal eye tests cannot. \$75 plus Medicare
 - Absolute Care test – eye test, retinal photo, matrix screener and OCT. An OCT is like a 3D cat scan. It allows an optometrist to see below the surface of the eye in extraordinary detail. \$150 plus Medicare

PEOPLE

- 7 Optometrists for opening, 8 dispensers + 4 frame stylists (retail) for opening
- 18 employees as part of the team in the store on any given day
- Luxottica has recruited the best people from a highly talented pool around Australia to create a centre of excellence and a warm environment of personalised care
- People have moved from around Australia to work here. Three from Adelaide – Nicola Mason, Matthew Schroeder, Amanda Williams and Georgina Preece from Tasmania
- The OPSM eye hub team will work with other health professionals to enhance the quality of service we deliver to our patients and further up-skill our optometrists. Eg- Ophthalmologists to assist in patient care, visual trainers to help children's with learning difficulties

Ends