

"OUR LENSMAKERS EXPERIENCE"
INTERNAL STYLE GUIDEBOOK



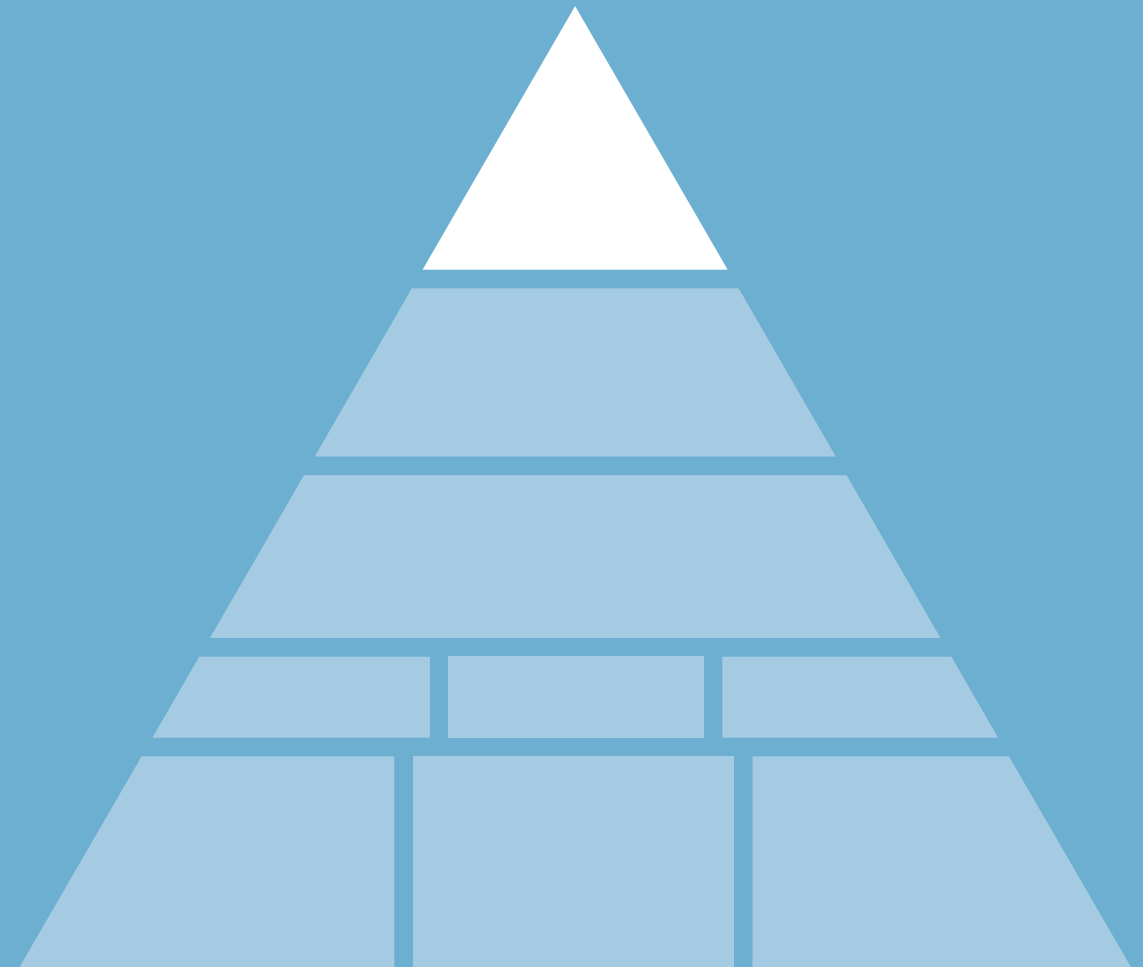
STYLE GUIDE

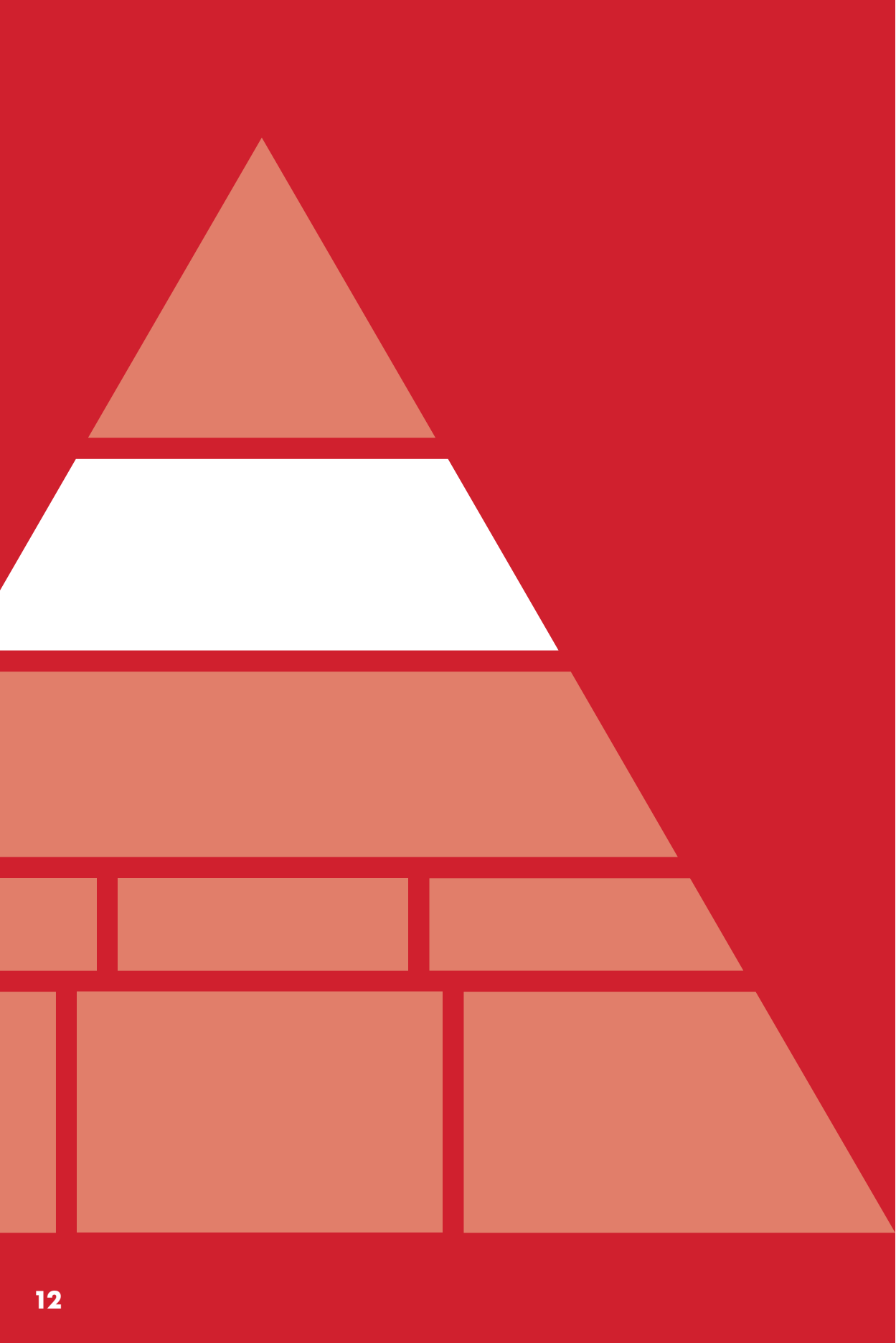
1. ESSENCE STATEMENT

WHAT IS IT? *The essence statement is the short, memorable phrase that connects closely with the visual mark to embody the purpose and primary intention of Our LensCrafters Experience.*

WHEN IS IT USED? *It maintains a close tie to the visual mark. Use it as headline to grab attention when communicating other specific details related to Our LensCrafters Experience. Use it when you only have time or space for a few key words.*

Being the best at loving eyes





2. ESSENCE PARAGRAPH

WHAT IS IT? This key paragraph provides an anchor for the rest of the messages associated with Our LensCrafters Experience. It describes why Our LensCrafters Experience is important to our organization and how it supports our external-facing brand. The essence paragraph contains select elements and key phrases that are taken directly from our brand guide. This is intentional as we connect Our LensCrafters Experience directly to our external-facing brand and demonstrate how Associates represent the brand to customers every day.

WHEN IS IT USED? This paragraph provides good overall context and can serve as the foundation when communicating general information about Our LensCrafters Experience. It could be applied to communication in nearly any category including training, human resources, marketing, operations, internal comms, and more.

Key Message Points:

- At LensCrafters, we're passionate about celebrating, protecting, and improving vision in every way.
- We share a vision to establish LensCrafters as THE Vision Care Brand, to help people see what they love and love what they see.
- As a member of LensCrafters, you are a steward of our brand and our promise to understand the importance of sight; innovate to change vision care for the better; build lasting relationships; and help people feel great in their eyewear.
- Our team includes all three parts of our business: retail, vision care, lab. (note: the terms: "retail, vision care, and lab" may change)
- We believe vision care should be a synergy of trusted eye care and exceptional eyewear, not just one or the other. We are in the vision care business because we love eyes and we care about the people behind them.
- The LensCrafters Experience is the shared journey we will all travel together to manifest that vision.
- You'll find yourself learning, growing, and interacting with some of the smartest, most passionate people in the business, while everyday helping customers look and see their best.

THE PARAGRAPH:

Good vision is a precious gift. We are passionate about celebrating, protecting and improving vision in every way. We are not in the vision care business because we love selling glasses. We do what we do because we love eyes and we care about the people behind them. Our LensCrafters Experience is our shared journey in fulfilling that commitment. Every part of our business upholds this passion and commitment. We strive to be the best every day. It's the way we do business. It's the way we help people. It's who we are.

3. PROMISE: OUR COMMITMENT

WHAT IS IT? *The Promise paragraph underscores that we have a greater purpose than simply selling eye wear. We have a commitment to our customers that we make through our brand. It reminds us why we're all here – to fulfill our promise to customers and to help them see what they love and love what they see.*

WHEN IS IT USED? *Use the Promise paragraph and key message points to make the connection to the LensCrafters brand and our commitment to customers. Similar to the essence paragraph, it provides general context to any communication related to Our LensCrafters Experience, and emphasizes that everything we do as an organization needs to connect to our customer promise.*

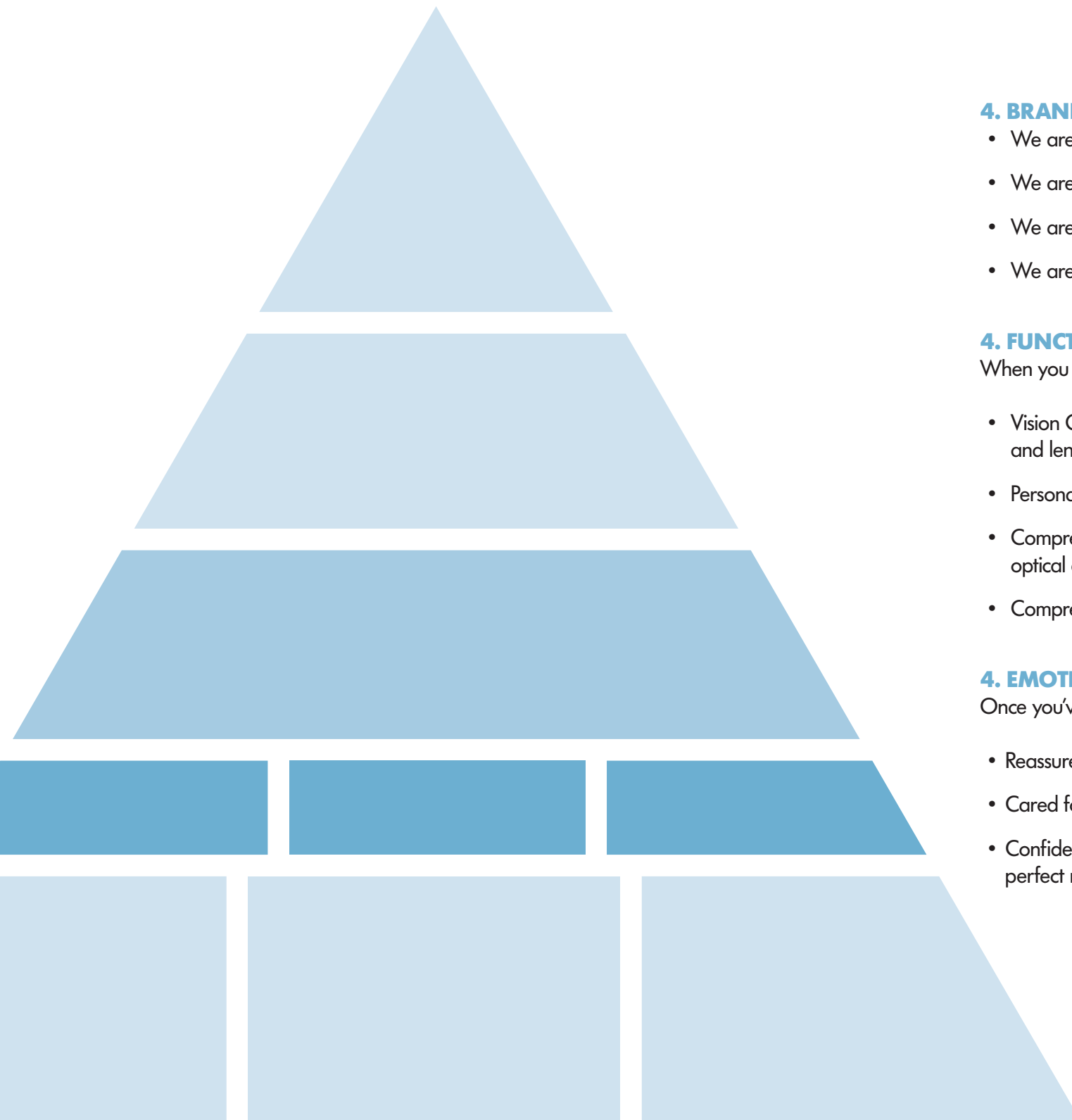
Key Message Points:

- Establishing LensCrafters as THE Vision Care Brand requires a shared understanding of what we intend to create: a balance and connection between the technical and emotional aspects of who we are, delivered to each customer in a uniquely personal way.
- As a team, we are engaged in transformative activity to establish LensCrafters as a brand that's changing the way the optical retail game is played through our commitment to innovation, care, and passion for each unique customer.
- Our brand is anchored in a clear set of values and beliefs that are ultimately delivered to our customers through the experience we deliver in our stores.
- Our parent company, Luxottica, provides characteristics that guide the way we work.
- We are a caring and thoughtful partner who understands that great vision care is a synergy between exemplary eye care and quality eyewear.

PROMISE

Living the Promise of Our Brand

Our Eye Love brand makes a promise to customers that they will see what they love and love what they see. To our customers, we ARE the brand. With each interaction, we have the opportunity to polish our brand. We WILL bring the brand promise to life every day with every customer as we continue to Deliver, Master, and Grow as part of Our LensCrafters Experience. When we think of our brand as a promise, it provides the right context for the work we do together. Strong relationships are based on a promise given and a promise kept. We keep our promise every day in our stores when we take the time to understand our customers. When we personalize our approach to help them get the perfect eyewear. When we demonstrate to our customers that we love eyes.



4. BRAND PERSONALITY

- We are Leading: we change the category
- We are Innovative: we imagine new experiences
- We are Caring: we have a passion for people
- We are Inspiring: we create uplifting moments

4. FUNCTIONAL BENEFITS

When you come to us, you should find:

- Vision Care Experts who use the latest innovations in eye care, eyewear and lenses to improve your vision
- Personalized experiences and tailored solutions guided by skilled partners
- Comprehensive selection of the latest styles, brands and technologies in optical and sun
- Comprehensive selection

4. EMOTIONAL BENEFITS

Once you've been to us, you should FEEL:

- Reassured you've been in safe hands with someone you can trust
- Cared for because someone listened and understood your needs
- Confident you are at your best and delighted at finding the perfect match

5. DELIVER

WHAT IS IT? *The Deliver paragraph describes the special ways that we connect to our customers by offering personal and caring service that is supported by the best technology in the eyecare business.*

WHEN IS IT USED? *Use the Deliver paragraph and key message points when communicating about topics related to customer service, which could include training, marketing, operations, and other areas.*

Key Message Points:

- We are a team focused on delivering an experience that ignites our connection with customers.
- Delivering that experience begins with our own passion for our brand and our connection as a team.
- As a team, we then focus on our connection with customers.
- We do this by creating a Signature Customer Experience, only available at LensCrafters, centered around personalized service.
- All three components of our business work together to create a unified, end-to-end experience for our customers.
- It's a dynamic connection that embraces innovative solutions and experiences that resonate in personal and unique ways.
- We are supported in our delivery of excellence by a powerful and evolving collection of custom tools and branded experiences.

DELIVER

Bringing Passion to the Experience

Customers come to LensCrafters because they trust we are the experts. They come back to us because they know we care. We use the most innovative tools in the eyecare industry to help them see their best, but it's more than tools and technology. It's a caring, personal touch balanced with the science of sight. Individual patient attention combined with innovation and craftsmanship. We use the technology at our fingertips to ensure customers see their best, and we use our hearts so customers know that seeing well is our passion. Our vision is to be the best in the business, in every part of our business. We dedicate ourselves to helping people see. We are a trusted partner who guides customers throughout the experience so they feel great, cared for, and confident they can see what they love and love what they see.

5. MASTER

WHAT IS IT? *The Master paragraph describes the attention and focus we place on running our business and doing our work with precision and consistency.*

WHEN IS IT USED? *Use the Master paragraph and key message points when communicating about topics related to operations and training. It can provide support to messages that focus on attention to detail in the way we manage our business.*

Key Message Points:

- Delivering a truly differentiated and personalized customer experience requires the obsession with excellence and a dedication to always being the best and to continually improving. This is what you would expect from the global industry leader.
- As a team committed to high performance, we bring a laser focus to our capabilities, our processes, our decision-making, and the initiatives in which we invest.
- We are professional business people who have an accountability to all of the aspects that make a business successful.
- We take pride in our ability to continually evolve our game. We're never satisfied with a "business-as-usual" approach.
- Evolving this way demands leadership, relentless focus on the excellence of our operation, and effective management of our resources. This includes the way we schedule our teams and design how we work together.
- We are a global business that shares our collective resources, knowledge, and innovation to deliver a personalized experience at the local level – store by store.

MASTER

Making Our Business Work

Operating our stores means focusing on a lot of details, because all of those details add up to a thriving business. We count on ourselves and our teammates to do the work every day – to manage the small things that make a big difference. To constantly seek ways to do better and be better. People who are masters produce consistently every time. We are masters at what we do, and how we do it. Every day we do what it takes to get the job done and to be successful. That's why we're the best in the business at running our business.

5. GROW

WHAT IS IT? *The Grow paragraph describes the talented people that make LensCrafters a leader in the industry. It focuses on how we challenge our talent from within and how we seek the best people in the business when we have openings on our teams.*

WHEN IS IT USED? *Use the Grow paragraph and key message points when communicating about topics related to people including training, human resources, and operations.*

Key Message Points:

- We are a team that represents the best talent of any company in our category. That's what makes LensCrafters the only global optical retail brand.
- We are a cross-functional team that has perfected the dynamic combination of retail, vision care, and custom lab fabrication under one roof.
- You are part of this team because of your talent, expertise, and passion.
- We request that you bring your best to your customers, your team, and our brand, every day, in every way.
- Our commitment to you is a positive employee experience, where you can add value and feel valued.
- That experience includes the training and development you need to deliver your best, a focus on your growth and career, and a commitment to recruiting and hiring other team members with a shared passion for excellence.

GROW

Empowering Our Team

We are experts at helping people see and look their best. We can do that because we *are* the best. At LensCrafters, we are passionate, progressive, personal, and straightforward. We hire only the most talented, dedicated people in our industry, and we challenge and inspire them to bring their best to customers, their teams, and our brand. The right people to do the work with expertise, integrity, and passion. We have the right people who will continue to grow their talent, and push themselves and their teammates to do more and be more. LensCrafters offers the opportunity to grow. Our teams seize the opportunity – driving themselves and our organization to leadership in the eyecare business, and live our vision as the global EYE LOVE brand.