

RAY-BAN | META LEVELS UP WITH SMARTER TECH, MARKET EXPANSION AND STAR-STUDED CAMPAIGN

New Meta AI features, refreshed colorways, and wider market availability

Paris, FR - (April 23–9AM EST) EssilorLuxottica and Meta Platforms, Inc. is accelerating its global momentum with Meta AI advancements and a bold expansion into three new markets soon: Mexico, India & the United Arab Emirates (UAE). The growth continues to further Ray-Ban Meta's mission to redefine the future of wearable technology to more consumers worldwide.

To celebrate, Ray-Ban Meta is launching a new global campaign starring real-life couple and cultural icons Barbara Palvin and Dylan Sprouse. The duo brings their signature style and authentic chemistry highlighting a brand new colorway for the Sklyer style, Shiny Chalky Grey with Transitions® Sapphire lenses seamlessly adapt, from clear or slightly tinted indoors to fully dark outdoors. Feel confident in your AI glasses in every light condition.

The launch also highlights exciting advancements in Meta AI, now available in more countries and languages*, making the Ray-Ban Meta experience even more intuitive and globally accessible. With live translation coming to all users this week, and, live AI with video and real-time collaboration capabilities coming soon, users can now interact with Meta AI in more natural and dynamic ways. Along with the ability to send and receive direct messages hands free on Instagram and expanding access to music apps on the glasses beyond the US and Canada.

“The next chapter of Ray-Ban Meta is about more than innovation, it’s about delivering a product that feels effortless, expressive, and accessible,” says Rocco Basilico, Chief Wearables Officer. With upgraded software, additional style and color variations along with an expanded global footprint, we’re bringing the power of intelligent eyewear to more people, in more ways, than ever before.”

Tap into iconic style and advanced technology designed to help you move effortlessly through life. Collaborate with Meta AI on ideas based on what you see. Capture photos and videos from your POV, or listen to music and podcasts, make a call, even send a text on the fly – all without taking out your phone. You can even have a conversation with

someone speaking Spanish, Italian, or French and translate it in real time. From Wayfarer to Skyler, these are statement-making frames with a slim, comfortable fit that are perfect for everyday wear.

META AI Update:

- With live translation, you can have a conversation with someone who speaks another language & hear translations in real time between French, Italian, Spanish and English. It's great for exploring a new country in a deeper way and connecting with new friends. Previously available in Early Access in select countries, our live translation feature is now rolling out broadly to all our markets.
- And coming soon the US and Canada, you'll be able to hold a conversation with Meta AI on your Ray-Ban Meta glasses where our smart assistant can see what you see continuously and converse with you more naturally.
- We're also expanding access to Meta AI on Ray-Ban Meta glasses in even more countries in the EU today, and starting next month, we'll be rolling out the ability for you to ask Meta AI about the things you're looking at and get real-time responses to all our supported countries in the EU. This functionality just made its way to our friends across the pond in the UK earlier this month.

Assortment Update:

Ray-Ban Meta Skyler

First launched in 2024, continuing to draw on our 60s archive and the Golden Age of air travel, the Skyler shape is inspired by an era of iconic jet-set style. Now introducing the Skyler Shiny Chalky Gray featuring Transitions® Sapphire lenses meant for all day wear. Also expanding our Skyler Shiny Black Clear and G15 lenses to the assortment. The wider front and gentle curves are designed to suit most faces.

The Ray-Ban | Meta collection is available for purchase at Ray-Ban stores, Ray-Ban.com, Meta.com as well as select **EssilorLuxottica** retail stores including but not limited to: LensCrafters, Sunglass Hut, Salmoiraghi & Viganò and through the company's wholesale distribution network in the US, UK, Italy, Ireland, Australia, Canada, France, Spain, Austria, Belgium, Germany, Finland, Denmark, Norway and Sweden. Starting at a suggested entry price of \$299 (EUR 329, CAD 369, GBP 299, AUD 449) the **Ray-Ban Meta collection** comes with a classic compact and portable charging case to keep the glasses powered.

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** Block 100% UVA & UVB rays, darken outdoors & filters up to 32% of blue-violet light indoors & up to 85% outdoors. Blue-violet light is measured between 400 and 455nm (ISO TR 20772:2018).*

EssilorLuxottica

EssilorLuxottica is a global leader in the design, manufacture and distribution of advanced vision care products, eyewear and med-tech solutions. Its Mission is to help people around the world to see more and be more by addressing their evolving vision needs, personal style aspirations and desire to feel more connected to the world around them. EssilorLuxottica is home to the most innovative lens technologies, including Varilux, Stellest and Transitions, iconic brands such as Ray-Ban, Oakley and Supreme, the most desired luxury licensed brands and world-class retailers including Sunglass Hut, LensCrafters, Vision Express and Apollo. Backed by robust R&D investments, distinctive capabilities and a top-quality asset portfolio, the Company drives innovation across categories, from cutting-edge medical instruments and solutions for eye health to category-defining smart glasses, all of which push the boundaries of the industry and reimagine the eyes as a gateway to new possibilities. With over 200,000 employees across 150 countries, 600 operations facilities and 18,000 stores, the Group generated consolidated revenue of Euro 26.5 billion in 2024. Its OneSight EssilorLuxottica Foundation has given access to sustainable vision care to nearly 1 billion people in underserved communities. EssilorLuxottica 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. www.essilorluxottica.com.

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