

## EssilorLuxottica joins MIDO 2026

**Milan, January 2026** – EssilorLuxottica announces its participation in the 2026 edition of the MIDO Eyewear Show, one of the leading international events in the industry, taking place in Milan from January 31 to February 2.

In recent years, the Group has embarked on a journey of profound strategic transformation. From a global company primarily active in vision care and eyewear, EssilorLuxottica has progressively evolved its business model by integrating wearables, med-tech, artificial intelligence, and big data.

In this new phase, the corporate strategy evolves and expands, finding full expression in the mission *Empowering Humans*. Through inclusive, people-centric technology, the Group contributes to improving quality of life and opening new opportunities—for people and for the industry.

MIDO represents the ideal framework to showcase the Group's evolution. The space EssilorLuxottica will present is conceived as a human-centered experience, where innovation is not just described but lived. An immersive journey offering a 360° narrative, in which innovation is designed to serve the real needs of consumers, industry professionals, and patients.

EssilorLuxottica's booth, located in Hall 3 (Lenses), Stands T08–T16 and U09–U15, will span a total area of 525 sqm and will embody the company's new identity through an experience structured into three interconnected thematic areas:

**Express Yourself:** celebrating the Group's portfolio of iconic brands—an expression of style, creativity, and individuality.

**Enhance Life:** dedicated to next-generation wearable technologies that integrate cutting-edge innovation and functionality to improve everyday quality of life through increasingly smart and connected solutions.

**See Better:** highlighting the convergence of vision care and advanced medical technologies, offering integrated solutions to address major visual disorders and provide concrete support to industry professionals.

A significant space will be dedicated to the world of lenses, featuring Essilor and its many product innovations (Varilux Immersia, Stellest Generation 2, Crizal Natural Look), Transitions with the new Color Touch, Nikon, Galileo, and Shamir; to the Frames and Iconic Brands universe, showcased through exclusive digital content, with brands such as Ray-Ban, Oakley, Persol, Oliver Peoples, Vogue Eyewear, and other licensed brands; and to wearables, including Ray-Ban Meta, Oakley Meta, and Nuance Audio.

Within the med-tech area, visitors will be able to explore the Group's latest innovations, including the solutions and technologies developed by Essilor Instruments, Espansione Group, Heidelberg Engineering, RetinAI, and Cellview Imaging, guided by a video avatar. The Satisloh brand will instead feature a dedicated external stand.

Finally, an area dedicated to Leonardo and the Partnership Programs will highlight the Group's commitment to high-quality education and the development of strategic projects, collaborations, and partnership models designed to support the growth of industry professionals, foster shared innovation, and create value throughout the supply chain.

With its presence at MIDO 2026, EssilorLuxottica reaffirms its leading role in the evolution of the industry, promoting an integrated vision in which innovation, health, and lifestyle converge to open new and unprecedented possibilities and enable everyone to express their full potential.