



EssilorLuxottica North America Disaster / Crisis Communication Process

2024

9/30/2024

Compiled by Risk Management, Asset Protection, Internal Communications & Legal Teams

This document outlines EssilorLuxottica North America's basic disaster / crisis communication procedures including communication principles, the order of communication, responsibilities, Disaster Task Force members and established HR Pay Policies & associate support.

Table of Contents

Disaster / Crisis Communication Process	2
Key Audiences & Communication Standards.....	2
Communications Cadence for Predicted Events (ie: weather related).....	3
Communication Cadence for Unpredicted Events	4

North America Disaster / Crisis Response Task Force.....5-7

Note: Outlook Email Distribution List: Pull-down menu “All Groups”; Search “NA-Crisis Response”.

Risk Management’s “Crisis Procedures” Memo 2024.....8-9

Before the event.....	8
-----------------------	---

After the event.....	9
----------------------	---

Important Phone numbers.....	9
------------------------------	---

 Emergency Response Team (ERT): 1-866-LUX-HELP (1-866-589-4357)

 Repairs & Maintenance (Service Channel) 1-513-765-3500

 Safety Related Issues (electrical, chemical, structural, etc...)

 Risk Management Team

EssilorLuxottica

CRISIS COMMUNICATION PROCESS

This plan outlines the roles, responsibilities, audiences and protocols that will guide EssilorLuxottica North America in promptly sharing information with all of audiences during an emergency or crisis.

KEY AUDIENCES

- Crisis Response Task Force (see list in this document)
- EssilorLuxottica Executive team
- All brands & Facility Leadership
- Impacted Field Managers & frontline associates
- Non-Impacted Field Managers & frontline associates, CSC, Lux USA, Oakley, Global
- Call Centers (ER, EyeMed, ADP)
- OneSight Operations & supporters
- Media

COMMUNICATIONS STANDARDS

- 1. Our first priority: identify the safety and well-being of our associates, then the stores / business, as quickly as possible** update information regularly as circumstances change, to ensure the safety of Luxottica associates and customers, and the continued operation of essential services.
- 2. Risk Management initiates communication to key audiences for both predicted and non-predicted events:**
 - Risk Management (Mike Alexander/Jeff Wolf) is responsible for the official “start” of the communications cadence when a disaster has been identified (in advance if the event is predicted such as a hurricane; as soon as possible if the event is non-predicted).
 - Risk Management provides regular email updates to the Task Force and any other key audiences deemed necessary as the situation develops and after the event.
- 3. Communication to Field / Stores must be funneled through the Brand Ops / Brand Communication Teams:**
 - The Brand Ops / Brand Communication teams are responsible for coordinating / communicating information requests with their Field & Stores. To keep the flow of information streamlined, no other departments or task force members should contact Field & Stores directly unless there are extenuating circumstances. The exception is Store Maintenance which will coordinate repairs with impacted locations after a predicted or non-predicted event.
- 4. Risk Management owns the use of the Crisis Response Task Force email distribution list in Outlook (“NA-Crisis Response”; in Outlook “All Groups” - Search “NA-Crisis Response”) to:**
 - Communicate news and updates to all task force members and Key Audiences listed above as needed.
 - Provide master tracking spreadsheets, updates, disaster instructions and leadership decisions to all task force members and Key Audiences listed above as needed.
- 5. For all events, Risk Management’s communication includes:**
 - Summary facts about the impending event / or event that occurred
 - Links to online storm watch resources & other preparedness or rescue / relief resources
 - Link to Teams folder with Closure Tracker Spreadsheets for brands (stores & associate status information tracking)
 - Additional store/facility ACTION STEPS guidance as needed
 - Copy of Crisis Procedures memo for easy-to-access reminder in stores/field
 - Copy of Crisis Communication Process document related to the particular event in question.

COMMUNICATIONS CADENCE FOR PREDICTED EVENTS (e.g. weather event etc.)

1. **Risk Management** emails communication to the Task Force once a predicted event is identified as a coming threat. In most cases, Risk Management proactively begins the communication cadence to the Task Force 3-4 days in advance of the expected impact, or as soon as possible, as outlined in the “Crisis Procedures” Memo (see attached example).
2. **Brands Ops / Brand Communications** shares the information and guidance from Risk Management with their Regional Managers / Field. Regional Managers are responsible for communicating with their Store Managers.
3. If the situation needs for further communication, **Internal Communications** drafts / coordinates:
 - Brand / facility communication template (used by Brand Communicators to send same day/ASAP)
 - General Company communication (intranet)
 - Media statement or response if needed (in partnership with the PR team)
 - Social media responses for Twitter, Facebook etc., as appropriate

Days After Initial Communication & Task Force Decisions

1. Risk Management continues to send updates as frequently as the situation warrants to the Task Force.
2. Retail brands continue to update Field and stores, while gathering Field updates for Risk Management’s trackers.
3. As needed, Risk Management convenes sub-groups to assess additional needs and make additional decisions.
4. Human Resources assists with setting up a special Guardian Angel Fund if it is recommended by the Task Force and approved by EC.
5. Internal Communications continues to provide company updates as needed (intranet).
6. OneSight shares reminder or update about status of OneSight support with Task Force and posts public update the OS Facebook page.
7. Update media statements if necessary.

The cadence continues as needed.

COMMUNICATIONS CADENCE FOR UNPREDICTED EVENT

Unpredicted events and emergencies require a different type of response and cadence than predicted events. Because of this, we will use multiple channels to reach as many people as possible with accurate, timely information. This is especially important in the first hours and days of an emergency or a crisis. Our goal is to be open, accountable and accessible to all audiences, while also being mindful of legal and privacy concerns, and recognizing that, at times, we may not have complete information.

In an emergency, our goal is to issue the first communication to key audiences as soon as possible, with regular updates as needed. Some situations may require even faster initial communications from Risk Management and Internal Communications.

1. **Risk Management** emails communication to the Task Force once an unpredicted even is identified, alerting all audiences that the Task Force is aware of the unpredicted event.
2. **Brands Ops / Brand Communications** shares information from Risk Management with Regional Managers / Field daily.
3. **Regional Managers** communicate information to Store Managers as soon as available.
4. If the situation calls for further communication, **Internal Communications** drafts / coordinates:
 - a. Brand / facility communication template (used by Brand Communicators to send same day/ASAP)
 - b. General Company communication (via email, intranet etc.)
 - c. Media statement or response if needed (in partnership with the PR team)
 - d. Social media responses for Twitter, Facebook etc., as appropriate

Days After Initial Communication & Task Force Decisions

1. Risk Management continues to send daily updates (or more frequent as the situation warrants) to the Task Force.
2. Brands continue to funnel the updates to their Field, while gathering Field updates for Risk Management's trackers.
3. Human Resources assists with setting up a special Guardian Angel Fund if it is recommended by the Task Force and approved by EC.
4. Internal Communications continues to provide company updates as needed (OneLuxottica).
5. OneSight shares reminder or update about status of OneSight support with Task Force and posts public update the OS Facebook page.
6. Update media statements if necessary.
7. The cycle continues as needed.

NORTH AMERICA DISASTER / CRISIS TASK FORCE LIST

For Email Distribution: Go to Outlook; Pull-down menu "All Groups"; Search "NA-Crisis Response".

NA -Crisis Response list editing rights: Risk Management Team. Risk Management keeps and updates a Word document roster that shows task force members by brand / department.

DEPARTMENT / FUNCTION	PRIMARY TEAM MEMBERS
LensCrafters	Ops - Sofia Caldwell, Richard Puckett, Letty Merlo, Pamela Matthews, John Stoller, Steve Burkhardt, Kello Jo Mayberry, Matt Erickson, Dave Reaves, Nicole Graham Finance – Erica Owen, Roy DeFranco Comms – Jennifer Whalen, Kim Hyatt HR – Dave Fromeyer GM – Alfonso Cerullo GM Admin – Diana Edgell
Pearle Vision	Ops – Terri Law, David Reiter, Josh Robinson, Susan Hauk, Mariko Maldonado, Denise Spacone, Laura Morelli, Carrie DiPasquale Comms – Mariko Maldonado/Brooke Amory HR – Sonia Ulrich/Ariane Self/Randi Lee Ross GM – Gunjan Kumar GM Admin – Diana Lizarazo
Target	Target Ops – Eric Hamilton, Tammy Reaves, Joel Kuerschner, Gena Kersey Comms – Brooke Amory HR – Ariane Self/ Sonia Ulrich/Jeremiah Quinones/Shirley Jimenez-Robbins GM – Gunjan Kumar GM Admin – Diana Lizarazo
Sunglass Hut	Ops & Comm – *Todd Krepop, Carolyn Libertucci (back up), Ashly Rosen, Jenny Eland, Alison Skavenski, Angela Weigant HR – Alyssa Benner, Antoinette Hixenbaugh Finance – GM – Giorgio Pradi GM Admin – Diana Edgell
Retail Luxury Brands: Oliver Peoples, Persol, NA Ray-Ban	Ops/Comms – *Chase Yeakley, Christopher (CJ) Haag, Chad Lissak (back up), Nelson Castellon HR – Brianne Ognibene; Finance – Steven Wise GM – Luigi Ocone
Oliver Peoples – Wholesale	Sales – Tracy Avooski;
EyeMed	Ops – Brenden Edwards Comms - Miranda Williams, Paola Cappelari, Connie Feick HR – Jesseca Oscar, Bekki Weaver, Danielle Walker GM – Matt McDonald
RXO	Sr. VP - Ettore Mosca
Logistics/DC	SVP – Massimo Sapone; VP – GianMichelle Alivia; Sr. Dir. RXO Ops – John Bahney, HR / Comms - Lisa Shelton, Tracy Nesmith, Chris Stewart, Maria Piera Italiano; Engineering – Chuck Guy; ATL AP/Mtnce – Bill Montgomery, Jim Lapcevic, Barney Harp, After Sales – Vince Pusateri
Canada HR	HR Optical – Sonia Ulrich; HR Sun (Oakley & SGH) – Harriet Boghoskhan; AR - Andrea Winter
Luxottica Global HR	PierGiorgio Angeli
Internal Communications	NA – Parissa Tavakoli; Group-Italy – Valentina Giagnoni
Risk Management	NA – Dorina Hertner, Jeff Wolf, Kimberley Farris; Italy – Stefano Orsini, Katia Dall'Acqua, Giuseppe Usai
OneSight	Megan Gianfagna, Laurie Gerversman

Lux USA (Wholesale)	Randee Epstein, Fabrizio Uguzzoni, Ira Epstein, Luca Marsura, Adam Lustig
Team Vision	Ops – Keeta Hammer, Will Ross Comms - Karen Baumeister HR – Debi Beil GM – Luca Tait GM Admin – Pam Loukinas
Oakley	GM – Laurie McDonald Retail Ops - Danny Kirkwood, Chris Misiur, Melissa Ruble GM Admin – Pam Loukinas Security / AP – Kevin Baker, Millie Kresevich; Comm –Laura Bopp, Merideth Gilmor HR –Jenny Hancox; Call Center – Steven Harper
HR - Benefits / Payroll / Talent Acquisition & Mgt.	HR Director-UK – Neil Hopkins SVP HR Retail Brand Americas – Chiara Parisi HR Director US – Elisa Pianezze Benefits - Alison Dalessandro, Benita Rodgers; Recruiting – Fabiana Rizzi, David Johannemann Payroll - Matt Aman, Patricia Magoto, Chris Tippens;
Accounting & Finance	Sara Francescutto, Alessandro Lazzari, Christopher Laden,
Asset Protection	Group - Giulia Giacometti NA - Mike Jesse, Jerry Brefol, Millie Kresevich, Kym Wiley, Jason Groppe Store Maintenance - Sean Coakley, Tracy Haynes, Andrea Hemphill, Ryan Foresta; Dr Exam Equipment - Arnie Hiltabidel; Transitions – Barb May
Legal	Mike Mott, Abby Chermley
HR Comp/Employee Relations	Kristin Abbinante, James Stika, Erik Schopp, Karen Jedding
IT/Info Sec	Marzio Trevisan, Vaughan Moore, Joe Siegmann, Tom DeMando, Mark Aquilio, Julie Jackson
Inventory Services & Acctg.	Emily Harris, Daniel Norman
Procurement Services	Francesco Reale, Sheri Scott
Sales Audit	Juli Bloebaum, Rhonda Crawford
Real Estate	Giovanni Scotti
Environmental Health & Safety	North America - Marco Capussotti, Nia Christoforakis Retail – Melissa Olberding Oakley – Eileen Oblea Atlanta – Gary Hinton Italy – Paolo Sibillon
Store Construction	Virginia Grant, Jason Stanley
Store System	Kevin Cornett, James Box, Jamie Orion, Miranda Smith
Call Centers	VP – Stefano Fantini New York (Wholesale)/Mason -Michelle Norcross, Tom Jackson, Nick Kopp, Jody McLaren, Christina Dinkci Eyemed/Retail Ops -Dennis Williams, Scott Sutphin Consumer support (Mason)/E-Commerce/Warranty -Shawna Sheperd
Global Channel Mktg & Business Development	Pietro Cereda
PR Team	Jane Lehman, JLehman@us.luxottica.com T: 212-302-1210 M: 646-335-5200
Approve & Inform	Executive Council: <ul style="list-style-type: none"> • Sara Francescutto • Matt MacDonald • Alfonso Cerullo • Giorgio Pradi

	<ul style="list-style-type: none">• Gunjan Kumar• Chiara Parisi

EssilorLuxottica

TO: RVP'S, ZVP'S, Administrative Assistants

FROM: Mike Alexander / Jeff Wolf

RE: RISK MANAGEMENT 2024 – PREDICTED CRISIS/DISASTER PROCEDURES

In order to make the reporting of losses and store closures more efficient, please read the following on communicating store closure information after a loss (i.e. caused by hurricane, tornado, flood, earthquake, terrorist attack, etc.). Please forward this communication to your regional managers.

BEFORE THE EVENT

Approximately 36-48 hours before a known storm, a communication will be released from Mike Alexander / Jeff Wolf, in the Risk Management Department. The communication will be sent to the brand ops and brand communications teams for each brand. Attached to this communication will be a link to a Teams folder containing Excel spreadsheets –RVP's regions. The brand ops/communication team for each brand will then distribute the communication to their regional managers in the affected area.

STEP 1. Each RGM, RDO, RM, RSM should review their portion of the spreadsheet (separate tab denoting region number and RDO/RM name) and make any changes in the Excel spreadsheet. **NOTE: When filling in contact information do not use the store phone as the contact number, use either a cell phone or a home phone number.** Please print out a hard copy of this email immediately in the event there is no electricity after the loss.

STEP 2. Each regional manager should continue to monitor the storm and its projected path and take the following action steps:

- Storm 3-4 days from impact. Probability >50%
 1. Follow any directions from landlord
 2. Secure/cover Inventory
 3. Store Managers should forward any store closings/related emergency communication to their Regional Manager via brand designated procedures
- Storm 1-2 days from impact. Probability >75%
 1. Any merchandise 2 feet from the floor must be removed and stored elsewhere in the store at a higher level
 2. P.O.S./Computer hardware in the cash wrap that is stored less than 2 feet from the floor must be removed and stored above 2 feet. Disconnect all cables and store the hardware in cashwrap or on a shelf in the stockroom. Terminal should be covered completely with plastic.
 3. Turn off gas pilots to hot water heaters if applicable
 4. Cover any un-secured merchandise with plastic
 5. Verify that store closings/damages, etc have been received by the RDO/RM
 6. Evacuate all associates from the stores.
 7. Regional managers should provide to their brand ops/communication teams all pertinent emergency communications regarding store closures/damages, etc.
- Storm Warning has been issued. Impact is imminent inside 24 hours
 1. Ensure that all store closures are complete and associates and have been evacuated.

AFTER THE EVENT

First Priority is to make sure your associates and families are safe, please update your regional manager's administrative assistant on the status of your associates and then begin the process of assessing store damages in your region. Regional managers please contact your brand ops/communication team to inform them of associates' status.

The following steps should be completed:

STEP 1. Store Manager will contact property manager or mall manager to determine when access can be gained to the location.

STEP 2. Complete the reporting form (the applicable tab from the attached spreadsheet) for all stores in your region. When performing damage assessment and determining store re-opening dates only perform a top line damage assessment, take pictures if possible – please have all associates use caution when entering any facility and inspecting for damage. Any situation that looks hazardous should be avoided. **SAFETY FIRST!!!!!!**

NOTE 1: FOR LENSCRAFTERS, SUNGLASS HUT, PEARLE (excluding Franchise Locations) - ANY STORE NON-EMERGENCY MAINTENANCE AND REPAIR ISSUES SHOULD BE ENTERED INTO THE STORE'S MAINTENANCE PORTAL ON THE STORES POS.

-ALL EMERGENCY REPAIRS/MAINTENANCE SHOULD BE REPORTED DIRECTLY TO STORE MAINTENANCE VIA THE HOTLINE AT 513-765-3500.

NOTE 2: TARGET NON-FREESTANDING STORES, PLEASE CONTACT YOUR HOST STORE MANAGER FOR REPAIRS AND MAINTENANCE ISSUES.

STEP 3. Submit the tab from the spreadsheet for your region to your brand designated contact the day after the event by 12:00 noon if possible. Continue to submit daily updates for any additional associate impact, damage assessment, and store re-opening dates. **Daily updates should be sent until ALL stores are re-opened.**

STEP 4. (TO BE COMPLETED BY RISK MANAGEMENT/Mike Alexander). Mike will consolidate all of the e-mails and attachments from all brands and combine them into one summarized document and will distribute to the Crisis Task Force List, which includes the Executive Council.

We are confident that following the above procedures will allow for a more consistent and efficient process in the reporting of store losses / store closures.

If you have any questions or require additional information, please feel free to call your Store Operations Partner or individuals listed below:

ERT HOTLINE:

In an emergency store should contact their HRBP or Regional Manager

REPAIRS & MAINTENANCE

Lux Store Maintenance Hotline **513-765-3500**

RISK MGMT ISSUES (report damage to stores and store closures/re-openings)

Mike Alexander **214-536-3238 (primary contact)**

Jeff Wolf **513-314-1476 (cell)**