



Press Release

Marchon Eyewear and ZEISS Sign Exclusive Licensing Agreement for Eyewear

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Marchon Eyewear, Inc., one of the world's largest manufacturers and distributors of quality eyewear and sunwear, and ZEISS Vision Care announced today that they have entered into an exclusive, long-term global licensing agreement for optical eyewear and sunglasses.

The first eyewear collection developed under the licensing agreement will roll-out globally beginning Spring 2022. In advance of that, a capsule collection comprised of nine optical styles will be previewed in Fall 2021 under the Altair portfolio, and available exclusively in the US market.

"We are very proud to announce our collaboration with ZEISS, the global industry leader in lens development," said Nicola Zotta, President and CEO of Marchon Eyewear, Inc. "ZEISS'S prestigious legacy and passion for excellence will elevate our customer experience, expand and inspire our category expertise and our positioning within the eyewear space." Zotta continued, "Together with ZEISS, we are giving our customers the optimal experience in shopping for frames."

"We are sure that Marchon Eyewear's expertise will complement our efforts in developing products that meet consumers' needs by providing innovative, high-quality eyewear solutions," said Rolf Herrmann, Vice President Global Marketing at ZEISS Vision Care.

Available in Fall 2021, the new ZEISS eyewear collection is comprised of 9 men's optical styles constructed with technologically advanced materials like titanium and signature ZEISS design elements. The collection will be sold exclusively through select optical retailers in the US under Marchon's Altair distribution network. A global collection featuring styles for men will release in Spring 2022. It will be available in select optical retailers in the US through Altair and under the Marchon portfolio internationally.

Press contact

Marchon Eyewear, Inc.
Kelly Schwartz
Phone: +1-631-629-3801
E-Mail: kschwartz@marchon.com



ZEISS Vision Care

Chantal Kaucher

Phone: +49 7361 591-1950

E-Mail: chantal.kaucher@zeiss.com

www.zeiss.com/newsroom

www.zeiss.com/vision-news

About Marchon Eyewear, Inc.

Marchon Eyewear, Inc. is one of the world's largest manufacturers and distributors of quality eyewear and sunglasses. The company markets its products under prestigious brand names including: Calvin Klein, Columbia, Converse, DKNY, Donna Karan, Dragon, Flexon, Karl Lagerfeld, Lacoste, Lanvin, Liu Jo, Longchamp, Marchon NYC, MCM, Nautica, Nike, Nine West, Pilgrim, Pure, Salvatore Ferragamo, Skaga and Victoria Beckham. Marchon Eyewear distributes its products through a global network of subsidiaries and distributors, serving over 80,000 accounts in more than 100 countries. Altair Eyewear is a division of Marchon Eyewear whose brands are sold through more than 10,000 independent optical retailers.

Marchon Eyewear is a VSP Global® company, which is a doctor governed organization focused on connecting its 88 million members to affordable, accessible, high quality eye care and eyewear. For more information, visit www.marchon.com and follow @marchoneyewear.

About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling 6.3 billion euro in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2020).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 13 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 32,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.