

# Luxottica of America (Oakley)

## **Product Quality Standards Policy**

### **I. Product Quality Standards:**

Retailers will be required to abide by the following quality standards ("Product Quality Standards") for Luxottica's products ("Products")

- a. Store Products in accordance with the storage and handling guidelines provided by Luxottica for each product.
- b. Visually inspect Products for damage, defect, or other nonconformance ("Defective Products"); do not sell any Defective Products; and report (and return, as applicable per Luxottica's return policy) the Defective Products to Luxottica.
- c. Retailers must protect the integrity and quality of their inventory by not pooling with other resellers or using third-party services who pool inventory from multiple resellers.
- d. Retailers should not repackage or bundle Products.

### **II. Customer Service Quality Standards:**

Retailers will be required to abide by the following quality controls relating to customer service (collectively referred to as the "Customer Service Standards"):

- a. Promptly respond to inquiries from customers regarding the Products.
- b. Obtain sufficient product knowledge to advise customers on the selection and safe use of Products via Luxottica Academy.
- c. Report any customer complaints regarding a Product to Luxottica and report any information related to safety or potential hazards associated with a Product (regardless of the source).
- d. Collaborate with Luxottica with respect to any Product recall or other consumer safety information dissemination efforts.
- e. Represent the Products in a professional and ethical manner.
- f. Make only warranties or representations regarding the Products as authorized by Luxottica.
- g. Follow all laws, regulations, and policies related to the advertising, handling, and sale of the Products.

### **III. Online Quality Standards:**

Retailers reselling Luxottica Products on online websites and marketplaces will be required to abide by the following quality standards relating to the representation of Products on online websites and marketplaces (collectively referred to as the "Marketplace Quality Standards"):

- a. Do not create new marketplace listings without the prior review and approval of Luxottica, in order to verify the accuracy of product information, correct option configurations, and other attributes important to the accurate representation of Products.
- b. Upon request from Luxottica, Retailers must remove or correct marketplace listings that either inaccurately represent the Product or duplicate Luxottica-approved listings.
- c. Retailers should not market non-Luxottica products (such as cases, cleaning accessories, replacement lenses, etc.) in a manner that would create the impression that the non-Luxottica products are made by, endorsed by or associated with Luxottica.
- d. Do not create new UPC, EAN or SKU codes for any product associated with Luxottica.
- e. Retailers must utilize the following UPC/EAN column restrictions for any 3<sup>rd</sup> party Amazon listing set-up.
  - i. Ray-Ban – "EAN" Preferred (Restricted to 13 digits), use "UPC" if "EAN" is 12 digits or less.
  - ii. Oakley – "UPC" Preferred (Restricted to 12 digits), use "EAN" if "UPC" is 13 digits or more.
  - iii. Other Brands - "UPC" Preferred (Restricted to 12 digits), use "EAN" if "UPC" is 13 digits or more.