

# AFFLELOU

Press release

## AFFLELOU, European leader in optical and hearing aid franchising, is pleased to announce the opening of its first store in Hong Kong

Paris, 22<sup>th</sup> December 2016. AFFLELOU group, France's favourite optician brand, already present in 15 countries, opened its first "Afflelou Paris" store on December 18<sup>th</sup> on the 6<sup>th</sup> floor of the Mall New Town Plaza in Hong Kong.

Afflelou aims to pursue the opening of stores under the "Afflelou Paris" banners in this city which has proven its passion for French brands. **A second store is already slated** to open in the Telford Plaza shopping center in 2017. The group counts on the experience of **Jacky Lam, the General Manager of Okia Optical Co Ltd**, an historic and exclusive partner of the Afflelou group in Hong Kong, for support throughout this undertaking.

The first "Afflelou Paris" store boasts large floor space, has two eye examination rooms, and proposes the Afflelou brand collections (Asian Fitting version) and "Made in France" products as well as prestigious brands. In total, **450 sunglasses' frames and 800 eyeglasses' frames are available in-store.**

The emblematic Tchou-Tchou offer from the AFFLELOU group has also been enthusiastically welcomed by Hong Kong consumers.

The opening of the New Town Plaza store was a huge success, confirming the excitement generated by the Afflelou banner. The first 100 clients were given the opportunity to get a pair of glasses for free; within the framework of the group's flagship initiative, which was met huge success in all the countries it is organized.



**Frédéric Poux, Chairman and CEO of AFFLELOU group states:** “AFFLELOU group is proud to contribute its 40 years of expertise and ‘savoir-faire’ to eyeglass wearers in Hong Kong. Expanding the brand to Hong Kong has been a priority for us, as Hong Kong consumers are always in search of innovative optical products and are highly attracted to leading brands. The Hong Kong region comprises 8 million inhabitants. The local population is faced with the issue of aging and has one of the highest rates of myopia for youth worldwide. This first store in Hong Kong marks an important moment in our history that allows us to consolidate our position as an international group.”

**ALAIN AFFLELOU is the most well-known optical brand in France thanks to his founder Mr. Alain Afflelou.** The AFFLELOU group is also the leading optical franchise in France and in Spain. Today the Afflelou group is present in **15 countries through its 1,400 stores** and considers innovation and attention to consumer needs to be at the heart of its DNA. This is the key to the uninterrupted success that it has enjoyed since its creation in 1972.

**For more than 40 years, the AFFLELOU group has offered:**

- Attractive and competitive pricing
- Exclusive products due to its partnerships with internationally renowned glassmakers
- Multi-possession with innovative commercial offers
- Payment solutions
- Complementary services

Thanks to the efficiency and scalability of its French model, the AFFLELOU group has gone from a French, mono-brand and mono-product company to a multi-banner, multi-offer, multi-format, and multi-channel group that is now present in 15 countries across that world.



**About the group AFFLELOU:**

Founded in Bordeaux in 1972 by ALAIN AFFLELOU, the group is one of Europe's leading franchisors of optical and hearing aids. In 2015, the group operated the largest franchise network of optical products (in terms of store numbers) and the ALAIN AFFLELOU banner ranked fourth in France with a 9% market share (in terms of store numbers), in a historically fragmented market that includes many independent retailers.

The group has a long-standing presence in France, but also a strong foothold in Spain, where it operates the third largest banner of optical products in terms of store numbers and the fourth largest in terms of revenue. The Group, which is continuing its global expansion, is present worldwide, with 1,400 stores in 15 countries, including France and Spain (including Andorra) – its main markets – as well as Belgium, Luxembourg, Portugal, Switzerland, Algeria, Chile, China, Côte d'Ivoire, Lebanon, Morocco, Senegal and Tunisia.

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