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New graphene-enhanced Ray-Ban collection with G+® inside

Directa Plus plc (AIM: DCTA), a producer and supplier of graphene-based products for use in consumer and industrial markets, is pleased to announce that its graphene-based products have been selected by Luxottica Group S.p.A. (MTA: LUX; NYSE: LUX), a leader in the design, manufacture, distribution and sale of fashion, luxury and sports eyewear whose proprietary portfolio includes Ray-Ban as well as other iconic brands, to enhance a new range of Ray-Ban glasses.

Giulio Cesareo, Chief Executive Officer of Directa Plus, said: “We are honoured that Luxottica chose to partner with Directa Plus, which is a reflection of our technical ability and environmental credentials as well as their recognition of the tremendous potential of graphene. It is another end-user product commercially available that is enhanced by our Graphene Plus.”

For more information, please visit: <http://www.luxottica.com/en/luxottica-and-ray-ban-graphene-eyewear-revolution>