

SOCIAL RESPONSIBILITY

Moulin and Eyecare

At the heart of our activity as a major global eyewear company is our contribution to helping enhance and improve eyesight for the millions of consumers who depend on our products. We recognize too that sometimes eyewear alone is not enough. To play our part in improving standards of eyecare and visual health around the world, in 2003 Moulin donated products and cash to the value of US\$1,000,000 to the international eye care charity ORBIS. ORBIS is a charity dedicated to alleviating ailments affecting the eye which afflict millions in some of the world's less developed regions. Our donation was designed to expedite the work of ORBIS and to help the Group become involved directly and on a global scale in addressing some of the eye problems caused directly by poverty, inadequate facilities and a lack of trained medical personnel.

Since 2000, Moulin has been involved in the Student Vision Care Program, set up in collaboration with a number of well-known educational institutions in PRC that include the Guangming Middle School, Datong Middle School, Jiao Tong University, FuDan University and Tong Ji University, in Shanghai, the PRC. The program provides vision check-ups to school students across the PRC. In 2003, through cooperation with ORBIS, some one thousand children in Dali, the PRC received free eye screening. Other activities with which Moulin was involved in the year included a donation by its PRC retail arm America's Eyes of 4,500 pairs of sunglasses to the ophthalmic division of some hospitals in Xinjiang Kashi, Yunnan Dali, Yunan Kunming. Throughout the year, America's Eyes ran a series of programs to provide free eye examination and eyecare consulting services to students and medical practitioners.

Moulin will continue to explore ways of fulfilling its social responsibilities in the coming year, with a particular focus on maximising its contributions towards improved eyecare for some of the less privileged members of our society, both internationally and within the PRC.



- Top: Children in Dali, the PRC, receives free eye screening
- Middle: Vision check-ups to school students
- Bottom: Donation of products and cash to ORBIS

Brand Portfolio



Aigner

Longines

Nikon

Marc O'Polo

United Colors of Benetton

Sisley

Reebok

Revlon

S.T. Dupont

Féraud

Paloma Picasso

Kappa

Giordano

van Laack

Otto Kern

Jeff Banks

Fratelli Lanza

Jackie Chan EyeGear

Krizia

Red Rose

Metzler

Filos

NiGuRa

Enjoy

Blue Eagle

Titane

Indigo

Spacio

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