JFTC Approves the Commitment Plan Submitted by Luxottica Japan Co., Ltd.

August 6, 2026
Japan Fair Trade Commission

The Japan Fair Trade Commission (hereinafter referred to as the "JFTC") has investigated Luxottica Japan Co., Ltd. (hereinafter referred to as "Luxottica Japan") in accordance with the provisions of the Antimonopoly Act (hereinafter referred to as the "Act"), and suspected that Luxottica Japan's conduct described in 3 below might violate the Article 19 of the Act (falling under Article 2, Paragraph (9), Item (iv) [Resale Price Restriction]).

Recognizing that competition would be promptly restored, through the Commitment Procedures, by measures to be swiftly taken by Luxottica Japan to eliminate its conduct, the JFTC issued the Notice of Commitment Procedures to Luxottica Japan on July 27, 2026, pursuant to the Article 48-2 of the Act.

Luxottica Japan submitted the Commitment Plan to the JFTC for an approval of measures necessary to eliminate the conduct described in 3 below, pursuant to the Article 48-3, Paragraph (1) of the Act. The JFTC today approved the Commitment Plan, pursuant to the Article 48-3, Paragraph (3) of the Act, recognizing that the plan is sufficient to eliminate its conduct and expected to be reliably implemented (Note 1) (Note 2).

It is noted that today's approval does not mean that the JFTC has recognized Luxottica Japan's conduct described in 3 below violated the Act.

(Note 1) The approval of the Commitment Plan is an administrative disposition under the Act.

(Note 2) The JFTC is to render a decision to rescind the approval pursuant to the Article 48-5, Paragraph (1) of the Act and resume the investigation procedure conducted before the Notice of Commitment Procedures is issued, for instance, if the JFTC recognizes that the Commitment Plan is not being conducted according to the approved Commitment Plan.

1.Overview of the Applicant

Corporate No.	2013201005764
Corporate Name	Luxottica Japan Co., Ltd.
Address	Sumitomo Fudosan Nibancho First Building 7F, 4-5 Nibancho, Chiyoda-ku, Tokyo
Representative	Representative Director Andrea Rizzon

2. Sales of Sunglasses by Luxottica Japan

(1) Luxottica Japan sells sunglasses (Note 3) sold under the "Ray-Ban" and "Oakley" brands (hereinafter referred to as "the relevant products") in Japan, which are manufactured by Luxottica Group S.p.A., its parent company based in Italy, or by an affiliate company of Luxottica Group S.p.A.

(2) Luxottica Japan sells the relevant products to retailers including optical stores, stores specializing in sunglasses, and sporting goods stores, either directly or through wholesalers.

(3) Some retailers explain that the relevant products are indispensable items in their product lineup because of their high recognition among consumers, partly attributed to their popularity among celebrities both in Japan and abroad.

(Note 3) "Sunglasses" refer to items used to protect eyes from intense sunlight and other similar conditions in general outdoor settings, or items worn as fashion accessories (excluding those used for vision correction).

3. Overview of the Alleged Conduct

Luxottica Japan has been engaging in the following conduct, since no later than around April 2024, under its policy of protecting its brand image by maintaining the retail prices of the relevant products, having set recommended retail prices for those products:

(1) Making the following requests to retailers either directly or through its wholesalers:

(a) To sell the products at prices equal to or higher than the recommended retail prices

(b) Not to offer consumers purchasing the relevant products online any points, coupons, or other benefits that would effectively result in the purchase prices being below the recommended retail prices.

(c) Not to sell new items online for a certain period after their launches

(2) When finding retailers not complying with the requests outlined in items (a) through (c) above based on complaints or other information from other retailers, making the requests outlined in items (a) through (c) above to those retailers either directly or through its wholesalers.

4.Overview of the Commitment Plan

(1) Ceasing the conduct described in 3 above.

(2) Resolving the following matters by the board of directors.

(a) Ceasing the conduct described in 3 above.

(b) Not engaging in conduct similar to those described in 3 above in the future.

(3) Notifying the wholesalers and retailers selling the relevant products of the measures

taken based on (2) above and measures to be taken based on (1) above, disseminating such information to general consumers, and thoroughly disseminating it to its officers and employees.

(4) Not engaging in conduct similar to those described in 3 above in the future.

(5) Taking necessary measures to perform following items:

(a) Thoroughly disseminating to its officers and employees the codes of conduct concerning compliance with the Act in relation to transactions with wholesalers and retailers.

(b) Clearly stipulating in its rules of employment that Luxottica Japan will not tolerate any violation of the Act, and thoroughly disseminating this policy to its officers and employees.

(c) Conducting periodic training on compliance with the Act for its officers and employees involved in the sales or marketing of the relevant products, and periodic audits of their compliance with the Act.

(6) Entrusting the monitoring of the implementation of the measures described in (1) through (5) above to a third party, limited to those approved by the JFTC.

(7) Requiring the third party entrusted under (6) above to report to the JFTC on the implementation status of the measures described in (1) through (3) and (5) above.

(8) Requiring the third party entrusted under (6) above to report annually to the JFTC, for the next five years, on the implementation status of the measure described in (4) above and the training and audits based on (5)(c) above.

5. Approval of the Commitment Plan

The JFTC recognized that the Commitment Plan described in 4 above would conform to all the approval requirements as follows, and approved the Commitment Plan.

(1) Sufficiency of the Content of Measures

Since the measures described in 4 above include following contents, the JFTC decided those measures are sufficient to eliminate the conduct described in 3 above; the cessation of the alleged conduct (described in 4 (1) above), a resolution of the board of directors to cease the alleged conduct and not to engage in similar conduct in the future (described in 4 (2) above), notification to wholesalers and retailers selling the relevant products, dissemination to general consumers, and thorough dissemination to its officers and employees (described in 4 (3) above), and not engaging in similar conduct in the future (described in 4 (4) above).

(2) Reliability of Implementation of Measures

Since Luxottica Japan's Commitment Plan described in 4 above includes following contents, the JFTC determined that Commitment Plan is expected to be reliably implemented; establishment of a compliance system of the Act, entrusting the monitoring of the implementation of the measures to a third party (limited to those approved by the JFTC) and requiring the third party to report to the JFTC on the implementation status of the measures, and setting the deadline for each measure.

* This announcement is a TENTATIVE TRANSLATION. Please refer to the original text written in Japanese.