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For Immediate Release

GRANDVISION IPO PRICED AT €20.00 PER SHARE

Schiphol, the Netherlands – 5 February 2015. GrandVision N.V. (“GrandVision” or the “Company”, and together with its consolidated subsidiaries, the “Group”), the global leader in optical retail, today announced that its ordinary shares offered by its founding shareholder HAL Optical Investments B.V., an indirect subsidiary of HAL Holding N.V. (“HAL”), in the initial public offering (the “IPO” or the “Offering”) of GrandVision on Euronext in Amsterdam have been priced at €20.00 per share. Listing of and first trading of GrandVision’s issued ordinary shares (the “Shares”) on Euronext in Amsterdam are expected to commence tomorrow, Friday, 6 February 2015.

Highlights

- Price per offered Share set at €20.00, corresponding to an equity value of approximately €5.0 billion for GrandVision;
- Total number of offered Shares is 51.0 million (representing approximately 20% of the Shares, prior to exercise of the over-allotment option);
- Total size of the Offering amounts to approximately €1.0 billion (prior to exercise of the over-allotment option);
- The Offering was multiple times oversubscribed at the price per offered Share with strong demand from both institutional and retail investors;
- Listing of and first trading in the Shares (on an “if-and-when-delivered” basis) on Euronext in Amsterdam under the symbol “GVNV” are expected to commence tomorrow, Friday, 6 February 2015;
- Closing and settlement of the Offering and the start of unconditional trading in the Shares is expected to take place on Tuesday, 10 February 2015, at 09.00 hours (CET);
- A pricing statement has been filed with the Netherlands Authority for the Financial Markets (Stichting Autoriteit Financiële Markten, the “AFM”) and is available on GrandVision’s website (www.grandvision.com).

Theo Kiesselbach, CEO of GrandVision, said:

“We are very happy to complete the GrandVision IPO with such strong interest from both institutional and retail investors. GrandVision’s past success and future prospects have clearly attracted a wide audience. We would like to thank our new shareholders for the trust they have placed into GrandVision and the support they offer us in providing high quality and affordable eye care to more and more people around the world.”

Further details on the Offering

In the Offering, GrandVision purchased 2.5 million Shares from HAL at the final price per offered Share in order to hedge the price risk of grants made by GrandVision under its long-term incentive plans.

Based on the number of outstanding Shares after the Offering (which excludes the 2.5 million Shares that were purchased by GrandVision in the Offering), the final offer price corresponds with an equity value of approximately €5.0 billion for GrandVision

HAL has granted the Joint Global Coordinators an over-allotment option of up to an additional 15% of the offered Shares (representing up to 7.65 million Shares), which can be exercised to cover over-allotments or short positions, if any, in connection with the Offering. The over-allotment option can be exercised until 30 calendar days after the first trading date. If the over-allotment option is exercised in full, the total number of offered Shares will represent approximately 23% of the Shares.

Following closing of the Offering and assuming full exercise of the over-allotment option, HAL will hold 75.60% of the Shares. HAL and GrandVision have agreed to a lock-up of 180 days after the date of the closing of the Offering, subject to certain customary carve-outs. HAL intends to remain a significant long-term shareholder in GrandVision.

ABN AMRO and J.P. Morgan Securities are acting as Joint Global Coordinators for the Offering. ABN AMRO, J.P. Morgan Securities, Barclays, BNP Paribas and HSBC Bank plc are acting as Joint Bookrunners. ING and Rabobank are acting as Joint Lead Managers. Crédit Agricole CIB / Kepler Cheuvreux and Kempen & Co are acting as Co-Lead Managers. J.P. Morgan Securities is acting as Stabilization Manager on behalf of the Underwriters (as defined in the prospectus). ABN AMRO is acting as Retail Coordinator for the offering of Shares to Dutch retail investors and as the Listing & Paying Agent.

Prospectus and pricing statement

The Offering is being made only by means of a prospectus. Copies of the prospectus as well as a Dutch language corporate brochure of GrandVision for Dutch retail investors may, subject to applicable securities law restrictions, be obtained at no cost by contacting: ABN AMRO by e-mail (corporate.broking@nl.abnamro.com), by phone (European toll-free number: 00800 2226 2676) or in writing (ABN AMRO Bank N.V., attn. Corporate Broking, HQ7050, Gustav Mahlerlaan 10, 1082 PP Amsterdam, the Netherlands).

The prospectus and corporate brochure are also, subject to applicable securities law restrictions, available on the website of GrandVision (www.grandvision.com). The prospectus can also be found on the websites of the AFM (www.AFM.nl) and of Euronext Amsterdam N.V. (www.euronext.com).

In connection with the pricing of the Offering a pricing statement has been filed with the AFM and is electronically available, subject to applicable securities law restrictions, on the websites of GrandVision (www.grandvision.com) and of Euronext Amsterdam N.V. (www.euronext.com). Printed copies are available at the registered office of GrandVision.

Risk factors

Investing in the Shares of GrandVision involves certain risks. A description of these risks, which include risks relating to the Group's business, the Group's capital structure, the structure of the Group, the Shares and the Offering is included in the prospectus relating to the Offering.

Stabilization

In connection with the Offering, J.P. Morgan Securities as stabilization manager (the “Stabilization Manager”), or its agents, on behalf of the Underwriters (as defined in the prospectus), may, to the extent permitted by applicable law, over-allot Shares offered or effect other transactions with a view to supporting the market price of the Shares at a higher level than that which might otherwise prevail in the open market. Such transactions may be effected on any securities market, over-the-counter market, stock exchange (including Euronext Amsterdam) or otherwise. The Stabilization Manager and its agents are not required to engage in any of these activities and, as such, there is no assurance that these activities will be undertaken. Such stabilization, if commenced, may be discontinued at any time and must be brought to an end within 30 calendar days after the first trading date, which is expected to be 6 February 2015. Save as required by law or regulation, neither the Stabilization Manager nor any of its agents intends to disclose the extent of any over-allotments made and/or stabilization transactions under the Offering. The Stabilization Manager may, for stabilization purposes, over-allot Shares up to a maximum of 15% of the offered Shares.

Earlier announcements related to the Offering

On 12 January 2015, GrandVision announced its intention to launch an Initial Public Offering and listing on Euronext in Amsterdam and on 26 January 2015, GrandVision announced the launch of the Offering. The press releases are available on the website of GrandVision (www.grandvision.com).

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About GrandVision

GrandVision is the global leader in optical retail by number of stores (excluding sunglass specialty stores) and delivers high quality and affordable eye care to customers around the world. The high quality eye care offered by GrandVision includes a wide range of services provided by its optical experts, prescription glasses including frames and lenses, contact lenses and contact lens care products, and sunglasses both plain and with prescription lenses. These products are offered through its leading optical retail banners which operate in 43 countries across Europe, Latin America, the Middle East and Asia. GrandVision serves its customers in over 5,600 stores and with more than 25,500 full-time equivalent employees which are proving every day that in eye care, we care more. For more information, please visit www.grandvision.com.

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IMPORTANT LEGAL INFORMATION

This document includes forward-looking statements that reflect the Group's current views with respect to future events and financial and operational performance. These statements contain the words “anticipate”, “believe”, “intend”, “estimate”, “expect”, “may”, “plan”, “should”, “could”, “aim”, “target”, “might” and words of similar meaning. The forward-looking statements are based on the Group's beliefs, assumptions and expectations regarding future

events and trends that affect the Group's future performance, taking into account all information currently available to the Group, and are not guarantees of future performance. These beliefs, assumptions and expectations can change as a result of possible events or factors, not all of which are known to the Group or are within the Group's control. If a change occurs, the Group's business, financial condition, liquidity, results of operations, anticipated growth, strategies or opportunities may vary materially from those expressed in, or suggested by, these forward-looking statements. In addition, any forward-looking estimates and forecasts reproduced in this document from third-party reports could prove to be inaccurate. A number of important factors could cause actual results or outcomes to differ materially from those expressed in any forward-looking statement as a result of risks and uncertainties facing the Group. Any forward-looking statements made by or on behalf of the Group speak only as of the date they are made, and the Group assumes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information or for any other reason.

This document and the information contained herein are not for distribution in or into the United States of America (including its territories and possessions, any state of the United States of America and the District of Columbia) (the "United States"), Canada, Australia or Japan.

This document does not constitute, or form part of, an offer to sell, or a solicitation of an offer to purchase, any Shares of the Company in the United States. The Shares of the Company have not been and will not be registered under the US Securities Act of 1933, as amended (the "Securities Act") and may not be offered or sold within the United States absent registration or an applicable exemption from, or in a transaction not subject to, the registration requirements of the Securities Act. Any sale in the United States of the securities mentioned in this communication will be made solely to "qualified institutional buyers" as defined in, and in reliance on, Rule 144A under the Securities Act.

The Company has not authorized any offer to the public of Shares in any Member State of the European Economic Area other than the Netherlands. With respect to any Member State of the European Economic Area, other than the Netherlands, and which has implemented the Prospectus Directive (each a "Relevant Member State"), no action has been undertaken or will be undertaken to make an offer to the public of Shares requiring publication of a prospectus in any Relevant Member State. As a result, the Shares may only be offered in Relevant Member States (i) to any legal entity which is a qualified investor as defined in the Prospectus Directive; or (ii) in any other circumstances falling within Article 3(2) of the Prospectus Directive. For the purpose of this paragraph, the expression "offer of securities to the public" means the communication in any form and by any means of sufficient information on the terms of the offer and the Shares to be offered so as to enable the investor to decide to exercise, purchase or subscribe for the Shares, as the same may be varied in that Member State by any measure implementing the Prospectus Directive in that Member State and the expression "Prospectus Directive" means Directive 2003/71/EC (and amendments thereto, including Directive 2010/73/EU, to the extent implemented in the Relevant Member State), and includes any relevant implementing measure in the Relevant Member State.

This document does not constitute a prospectus within the meaning of the Dutch Financial Markets Supervision Act (Wet op het financieel toezicht) and does not constitute an offer to acquire securities. An offer to acquire Shares is made, and any investor should make his investment, solely on the basis of information that is contained in the prospectus made generally available in the Netherlands in connection with this offering. Copies of the prospectus may be obtained at no cost from the Company or through the website of the Company.

In the United Kingdom, this communication is only being distributed to, and is only directed at, and any investment or investment activity to which this communication relates is available only to, and will be engaged in only with, "qualified investors" (as defined in section 86(7) of the Financial Services and Markets Act 2000) (i) who are persons having professional experience in matters relating to investments who fall within the definition of "investment professionals" in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "Order"); or (ii) who are persons falling within Article 49(2)(a) to (d) ("high net worth companies, unincorporated associations, etc.") of the Order, or other persons to whom it may otherwise be lawfully communicated (all such persons together being referred to as "relevant persons"). Persons who are not relevant persons should not take any action on the basis of this communication and should not act or rely on it.