

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, October 2, 2017



The new CL Companion binoculars from SWAROVSKI OPTIK – the freedom to experience more

Improved viewing, intuitive use, individual style – on November 6, 2017 SWAROVSKI OPTIK will be launching the CL Companion, its new generation of binoculars for travel and leisure. The latest product in the CL family sets new standards with its advanced optical and mechanical design. The binoculars are easy to use and guarantee excellent viewing comfort with extraordinary image quality. Thanks to its very special features, the CL Companion is the perfect companion for anyone seeking the freedom to experience more during their travel or leisure activities.

“Whenever you pick up the new CL Companion you are right in the moment. Whether you’re out kayaking, walking through a nature reserve, or enjoying the views from a scenic overlook, your eyes and the binoculars work together in complete harmony. Seeing takes on a whole new dimension and the observer becomes one with the wonder of nature.” This is how Carina Schiestl-Swarovski, Chairwoman of the Executive Board of SWAROVSKI OPTIK, describes the benefits of these compact binoculars, which have been designed with the specific needs of the travel and leisure market in mind.

See: New optics concept for unique moments

A key element of the binoculars is their new balanced optics concept. This provides every user with an unforgettable yet comfortable viewing experience with high-contrast images that are razor-sharp and color-true. The new CL Companion also delivers an impressive 132-meter (433-foot) field of view, creating even more scope for fascinating discoveries.

Feel: Intuitive handling for total comfort

Intuitive, ergonomic, and exquisitely made – the CL Companion really is the perfect companion. The binoculars are both lightweight and rugged thanks to their slim, compact design and solid magnesium housing. The carrying strap with rotating quick connector adapts smoothly to every movement. The CL Companion is available in two magnifications (8x30 and 10x30) and two colors: green and anthracite.

Create: Individually designed accessory packages

The accessory packages are inspired by nature and are as individual as the users of the CL Companion. They all consist of a field bag with carrying strap and a binocular strap. These

premium accessories in matching styles and colors are extremely fashionable yet still grant optimum protection. Customers can choose from three different designs – NORTHERN LIGHTS, URBAN JUNGLE, and WILD NATURE – and pick the package that best suits their personal style. As with most SWAROVSKI OPTIK binoculars and spotting scopes, the new CL Companion can be easily connected to a SWAROVSKI OPTIK phone adapter. This makes it ideal for enjoying close-up encounters with nature while having the ability to instantly capture and share those special moments.

CL family: The popular travel and leisure companion from SWAROVSKI OPTIK

The CL family was launched in 2011 with the CL Companion. Since then, SWAROVSKI OPTIK has been offering nature lovers and outdoor enthusiasts a range of binoculars providing the uncompromising combination of outstanding optical quality and compact size. CL binoculars have become trusted companions for all kinds of travel and leisure activities, and are one of SWAROVSKI OPTIK's most successful products.

The world belongs to those who can see beauty.

Experience the moment!

SEE THE UNSEEN.

www.swarovskioptik.com

Picture material for press release:

High-resolution picture material can be downloaded at

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=3TOvAN4ToEjo>

SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2016 was 140 million euro (2015: 132 million euro) and the export ratio is 91%. The company has around 850 employees.

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