January 29–31, 2020
Eau Palm Beach Resort & Spa

a vision 2020
a roadmap
Ken Bradley
Eschenbach
Chairman, The Vision Council Board of Directors
EMPOWERING CONSUMERS TO EMBRACE VISION CARE
ONE MESSAGE
Get an annual comprehensive eye exam

ONE GOAL
Grow the market
Reaching Consumers

CONSUMER facing messages
Reaching Consumers

Multiple media channels
Reaching Consumers

Partnerships with brands that create relevance
A single call to action: Get an annual eye exam
Why TAYE Works: Inspiring Action

1.1 Billion impressions delivered

3% point increase in campaign awareness

50% increase in web visitors searching for a doctor
Think About Your Eyes in 2020

Warner Brothers partnership
Think About Your Eyes in 2020

Wonder Woman 1984
EXECUTIVE SUMMIT

Think About Your Eyes

They're your superpower.

If you can conquer anything with healthy vision, find a doctor and schedule an eye exam for your little superhero—your superpower is their eyesight.

елия and William can't fly.

AND WONDER WOMAN CAN'T FLY.

But they all feel like a superhero.

They're your superpower.

Think About Your Eyes.com

Preserve all your power. Find an eye doctor and schedule your annual eye exam today.

LISA CAN'T SNAPSHEFT.

BUT SHE CAN FELL LIKE A SUPERHERO.

Find an eye doctor near you.

THE VISION COUNCIL

EXECUTIVE SUMMIT
Think About Your Eyes in 2020

• Enlist new partners.
• Expand our reach through relevant partnerships.
• Embrace a holistic view of the consumer journey.

thinkaboutyoureyes.com

THE VISION COUNCIL
EXECUTIVE SUMMIT
The Vision Council

• Key Objectives:
  – Continue to drive annual eye exams
  – Educate the public about the options in vision care products & services available

• Evolved Strategy:
  – Targeted, measurable approach that aligns with Think About Your Eyes
A targeted approach
to maximize your investment
UV Eye Protection and Sunglasses

This sun emit three kinds of ultraviolet radiation: UVA, UVB, and UVC. While UVC is absorbed by the ozone layer, UV radiation is only partially blocked and can burn the skin and eyes. UV rays are not filtered and cause the most damage to vision health. The Vision Council’s most recent MarketWatch survey reveals American adults experience symptoms from prolonged UV exposure, such as:

- Irritation of the eyes (76.6%)
- Trouble seeing (13.9%)
- Watery eyes (19.5%)
- Red or bloodshot eyes (6.9%)
- Sunburn on the eyelids (3.1%)
- Sunburn of the ears (2.9%)
- Headache or pain around the eyes (1.6%)

Additionally, the most common time American adults report spending time outdoors is between 2 p.m. and 4 p.m. (49.8%), and the number one thing that促成 them to wear sunglasses is a UV index (38.2%). However, only 27% report they are not75% likely to wear sunglasses when they are outside.

Another thing that shows that American adults are most likely to wear sunglasses while:

- Driving a vehicle (88.6%)
- Exercising (85.8%) or spending time outdoors (82.4%)
- Near buy locally shopping (89.5%)
- Watching a sporting event (82.6%)
- Playing a sport or exercising outdoors (89.5%)

Sports Sunglasses

In addition to wearing sunglasses, protecting your eyes from the sun’s damaging UV rays while outdoors is also important. Even cyclists and swimmers should find the proper eyewear to ensure that they are keeping their eyes safe while engaging in their favorite activities.

Near-vision magnification

Improves sight of objects close by within 20 inches, such as newspapers and crossword puzzles.

Intermediate magnification

Improves vision involving tasks performed at arm’s length, between 30 and 40 inches, such as working on crafts or playing board games.
Social Media

If you’re planning your next big vacation and have your sights set on an outdoor adventure – we’ve got you covered with the essentials, including sunglasses so your eyes can take in the views safely. Check out picks from our friends at The Vision Council: (link in bio) #vacation #sunglasses #fashion #eyewear

Be the first to like this
17 SECONDS AGO

Add a comment...

THE VISION COUNCIL
EXECUTIVE SUMMIT
Think About Your Eyes and The Vision Council

STRONGER TOGETHER

thinkaboutyoureyes.com

THE VISION COUNCIL EXECUTIVE SUMMIT
Welcome

Fran Pennella
Event Director
Reed Exhibitions

Tarrence Lackran
Director of Partnerships and Programming
The Vision Council
Vision Expo Updates

VISION EXPO REIMAGINED
PHASE ONE
Debut of Neighborhoods

- Themed neighborhoods with curated exhibitors

- Each neighborhood to have its own visual distinction and DNA reflected in enhanced design creativity and interactive appeal of individual exhibit spaces

- The goal is to optimize the connection between sellers and buyers
THE RIVER

• Location: The River Pavilion, Level 4

• Opening one day earlier than the general exhibit hall on Thursday, March 26 and showcasing the most innovative designers and retailers in the business

• Featuring daring, design-driven artisanal products, The River is a celebration of an industry steeped in innovation, discovery and deep relationships
The River Exhibitors

- Anna-Karin Karlsson
- Matsuda
- Maybach
- Rigards
- Emmanuelle Khan
- Mr. Leight / Garrett Leight
- Pugnale
- Eyevan
- Hapter
- I.a.Eyeworks
- Gold and Wood
- DITA / Christian Roth
- Jacques Marie Mage

- Robert Marc
- Theirry Lasry
- Linda Farrow
- Kuboraum
- Kio Yamato
- Tom Davies
- La LOOP
- Sospiri by Ottica Veneta
- Vanessa & Mehdi
- LPLR
- Face a Face / Kilsgaard
- Piero Massaro
- Caroline Abram
The River Booth and Lounge Designs
The River Programming

Thursday, March 26
• Grand Debut Breakfast Reception, 9:30am
• Conversations at The River: The Art of the Collab, 2:30pm
• Vision Expo 2020 Talent Search reception, supported by the edCFDA, 5:00 pm

Friday, March 27
• Conversations at The River: The Next Generation of Retailers Speed Dating, 2:30pm
• OWA Annual Star Award Cocktail Reception, 5:00pm
• Location: Level 3

• An evolution of the Galleria, The Union is the ultimate shopping experience for the newest trend-driven looks and will showcase a discerning edit of wholly independent brands as well as boutique, premium, hip, fashion-forward, pop culture-inspired collaborations.

• The Union will be the ultimate exhibition experience for the industry’s hottest collections, each with an unforgettable point-of-view.
The Union Exhibitors

- MODO
- Lafont
- Etnia Barcelona
- Ogi Eyewear
- Studio Optyx
- ic! Berlin
- Eastern States Eyewear
- Jonathan Cate Eyewear
- MOREL Eyewear
- LINDBERG
- TOMS Eyewear

- Design Eyewear Group
- Parasite Design
- Shwood Eyewear
- Article One
- Brooklyn Spectacles / Native Sons
- Orgreen Goldsmith
- Andy Wolf
- Niche Optics
- Fusion Eyewear
- David Spencer Eyewear
The Union Booth Design
THE SPRINGS

• Location: Level 3

• Located in the heart of The Union, The Springs is an incubator zone for emerging talent in eyewear design and vision innovation. Providing a bold platform for the next generation of optical icons, The Springs is a discovery zone where top buyers dive into collections by the industry’s ones-to-watch and catch a first glimpse of experimental artistry.
The Springs Exhibitors

- Niloca Eyewear
- Eyewear Holdings
- Cibelle Eyewear
- Coexist Eyewear
- Kazoku
- RE:SIN
- Nouvelle Chicane Eyewear
- Tony Brown Collection
- Fabbricatorino Fit
- Alexandros Eyewear
- Spectacle for Humans
- Stellis Eyeworks
- Sordelli Franco
- Struktur Eyewear
- Nina Mur
- Jean Philippe Joly
- Komorebi Eyewear
- Turchin Jewelry
- Mondello Roma
- Dzmitry Samal
The Springs Design
Vision Expo 2020 Talent Search supported by the edCFDA

• This competition aims to foster the talent of emerging eyewear designers

• Two final winners will be introduced to the creative eyewear community with complimentary booths in The Springs

• Winners will be recognized during a celebratory event on Thursday, March 26 from 5:00pm – 7:00pm in The River.
The Bridge

• Returning to Vision Expo East for the second year

• Location: Between The Union and the Eyewear + Accessories pavilion
New & Exclusive Continuing Education Programming

- Custom designed for Vision Expo by the Education Advisory Board, the 2020 Education program includes exclusive, never-before-seen clinical presentations staged for the first time ever at Vision Expo East.

- Organized by key content areas including glaucoma, posterior segment/retina, anterior segment/dry eye, surgical/co-management, and systemic disease and diabetes, clinical attendees will discover courses specifically developed to immerse them in the most cutting-edge developments for better patient care.
Marketing Update

Website
- New creative implemented
- Specific landing pages for Reimagine Vision project

Registration
- Exhibit Hall opened Dec. 4
- Education opened Jan. 10
Debut of Neighborhoods

2020
• Further development of innovations for these neighborhoods

2021
• Debut of themed neighborhoods with curated exhibitors for Eyewear + Accessories, Medical, and Lenses + Processing.
• Debut of new branding for Education Program

2021 – 2022
• Javits expansion opportunities to be determined
Vision Expo Updates

VISION EXPO EAST PROGRAMS
Thursday, March 26

- **7:30am** OWA Champagne Breakfast: Celebrating Women in Leadership at Gotham Hall
- **9:30am** Grand Debut Breakfast at The River
- **2:30pm** Conversations at The River: The Art of the Collab at The Lounge in The River
- **5pm** Vision Expo Talent Search Reception supported by the edCFDA at The River
- **6pm** Prevent Blindness Person of Vision Dinner at 538 Park Avenue
Friday, March 27

- **9:30am** Vision Choice Awards Voting opens at the Product Gallery
- **10am** **EYE2EYE Series:** The Ritz Carlton Leadership Center Presents: Memorable Customer Service at The Bridge
- **12:15pm** Vision Series presented by Novartis
- **12:15pm** Vision Series Presented by Regeneron
- **12:30pm** **EYE2EYE Series:** OptiCon @ Vision Expo East 2020 General Session: A discussion with Delilah, sponsored by Essilor and Eyes of Faith at The Bridge
- **2pm** *Eyecare Business* Fashion Trends Presentation at The Bridge
Friday, March 27, cont.

- **2:30pm** Conversations at The River: The Next Generation of Retailers
  Speed Dating at The Lounge in The River
- **3pm** AllDocs Presents: Open Your Eyes: A Film by Wayne Chesler at the
  Innovation Stage
- **5pm** EYE2EYE Series: Headline Speaker at The Bridge
- **5pm** OWA Annual Star Award Cocktail Reception & Networking Event at
  The Lounge in The River
- **6pm** The Vision Council’s Sunglass & Reader Division Reception at Ink 48
  Hotel
- **6pm** SUNY Eyes on New York Gala
- **6:30pm** OptiCon @ Vision Expo Welcome Event at the Marquee
- **9pm** Vision Expo Opening Night Party at Sony Hall
Saturday, March 28 – Sunday, March 29

Saturday
• 11am Coffee Talk at The Bridge
• 12:30pm NFOS HOYA Vision Care College Bowl + Reception at The Bridge
• 3:30pm Establishing A Sports Vision Practice – Tips from the Pros at the Innovation Stage
• 4pm Vision Choice Awards Announced at the Product Gallery
• 5pm Independence @ The Creative Edge Panel at The Bridge
• 6pm OPTImum Retail Award Winner Announced at The Bridge

Sunday
• 1:30pm NOA Panel & Reception at the Innovation Stage
Career Zone

Location: Level 1 in Lenses + Processing

Returning to Vision Expo East for the second year the Career Zone offers students and young professionals a vehicle to meet some of the top companies in the industry.

Turnkey Exhibitor Program Includes:
• Exhibit space and furnishings
• Passport Incentive Program
• Inclusion in dedicated marketing
• Social media promotion
• Inclusion on New Grads + Students webpage
See you in New York!

VISION EXPO 2020 NYC
NEW DATE PATTERN

EDUCATION: March 26-29
NEW RIVER PAVILION: March 26-29
EXHIBIT HALL: March 27-29
Government & Regulatory Affairs Update

Rick Van Arnam, Esq.
Regulatory Legal Counsel
Barnes, Richardson & Colburn, LLP
rvanarnam@barnesrichardson.com
212-725-0200, x126
California Prop 65 SUD Efforts

• Original SUD requested on BpA was submitted December 2, 2016

• Asked OEHHA to issue a completeness determination of our SUD application in early 2017
  • Concerns regarding the “broad” scope of the SUD request was also raised

• Updated SUD application was submitted on 7/17/2018

• Our application was deemed complete on 3/8/2019!!!
  – 30 Day public notice for comments issued

• 4-8-2019 – Public notice closed with no comments received

• Still waiting for OEHHA’s determination!
California Prop 65 SUD Efforts

- Next Steps

Continue to label!!!

- Also, please remember, this application is for BpA and not any other chemicals on the Prop 65 list that may be in your products!
UDI Update

- Class I compliance date now 09/24/2020.
  - Both labeling and GUDID participation.
  - Are you taking steps to be ready for this?

- Last communication with FDA raised issue of guidance document being drafted that would address our concerns.
  - Yet, no response to my request for a proposed timetable

- Lens manufacturers and optical labs exemption granted.
  - Both labeling and GUDID participation.

- Request for frames exemption still pending.
  - Again, this circles back to promised guidance document.

- Reed Tech Chosen as UDI compliance partner
Global Trade Update

• As of 02/14/2020, additional 15% duty China 301 duties on all Chinese origin List 4a products to be reduced to 7.5%.
  
  – This includes spectacle frames, spectacle lenses, plano sunglasses, OTC readers, and certain low vision products.

  – This does not include eyeglass cases, lens cleaning solutions, certain optical production machinery, ophthalmic instruments, and electro-diagnostic equipment.
    • These remain at 25% additional duty for China origin product.

• Exclusion request portal for List 4a products open until 1/31/2020.

• USMCA (NAFTA 2.0) implemented by US and MX; CA must still implement.
CALIFORNIA Assembly Bill 5
New Law that Changes the Independent Contractor Rules

Jim Anderson
General Counsel
This is a Major Game Changer

New Rule called the “ABC RULE”

Sets forth 3 requirements that must be satisfied to classify a worker as an independent contractor
RULE A

• The person is free from the control and direction of the hiring entity in connection with the performance of the work, both under the contract for the performance of the work and in fact.

Comment. Similar to the old rule and was the major factor in determining if worker was an IC.
RULE B

• The person performs work that is outside the usual course of the hiring entity’s business.

Comment. This is the biggest change. It means that the services provided by the worker in order to classify the worker as an IC must be incidental to, and not part of, the hiring entity’s core business.

AB5 was the codification of CA Supreme Court case that held that the workers who were classified as ICs were delivery drivers, and the company was in the delivery business. Hence, they were part of the company’s core business and did not meet the Rule B Test and were not properly classified as ICs.
RULE C

- The person is customarily engaged in an independently established trade, occupation, or business of the same nature as that involved in the work performed.

Comment. This means that the worker must be independently engaged in an established business doing the kind of work performed for the hiring company.
Exemptions

• AB lists many occupations that are not subject to the ABC rule.

• One exemption is an “independent sales person.”

• But the definition of an independent sales person is narrow.

• Under AB it means:
Independent Sales Person definition:

The individual is . . . engaged in the trade or business of primarily inperson demonstration and sales presentation of consumer products, including services or other intangibles, in the home or sales to any buyer on a buy-sell basis, a defined commission basis, or any similar basis, for resale by the buyer or any other person in the home or otherwise than from a retail or wholesale establishment.
Federal Affairs Update

Chris Rorick, MPA
Senior Policy Advisor, Government Relations
Health Care Public Policy Practice,
Bryan Cave Leighton Paisner
Federal Affairs Update

• 2020 Campaign/Election Report
  – Senate
  – House
2020 Senate Elections

[Map of the United States showing the 2020 Senate election results with states shaded in different colors indicating their status as Democrats or Republicans.]

- **Democrats**: 46
  - 2 states have no 2020 election
  - 33 states are marked as "likely"
  - 10 states are marked as "leaning"
  - 3 states are marked as "tossup"

- **Republicans**: 50
  - 30 states have no 2020 election
  - 19 states are marked as "likely"
  - 1 state is marked as "leaning"

[THE VISION COUNCIL EXECUTIVE SUMMIT]
2020 House Elections
2020 Congressional Agenda

• Impeachment
• Legislation to repeal “Surprise Medical Billing”
• Prescription Drug Pricing
• Trade
Medicare Vision Benefit

- Included provisions to add a Medicare Part B benefit for Dental, Vision, and Hearing.
- Passed 230 to 192 with the support of all Democrats and just two Republicans.
- Won’t be taken up in the Senate.
Medicare Vision Benefit

- Title VI would add new benefits for dental, vision, and hearing care to the Medicare program.
- CBO estimates that those provisions would increase direct spending by about $358 billion over the 2020-2029 period.
- Of that amount, almost $238 billion would pay for dental care, $30 billion would pay for vision care, and $89 billion would pay for hearing services.
Medicare Vision Benefit

• Bill allows beneficiaries to purchase one pair of glasses every two years.
• Medicare would pay $85 for frames and $85 for lenses, or:
  • Pay $85 for a two year supply of contacts.
• Beneficiaries would be responsible for any costs above those allotments.
• Would cover 1 routine eye examination and 1 contact lens fitting service during a 2-year period.
United States-Mexico-Canada Agreement

• USMCA replaces NAFTA
• Compromised reached with House Democrats.
• Senate passed USMCA in January, 89-10 bipartisan vote.
• Canada next in-line to ratify.
US Optical Market Optical Overview

3rd Quarter 2019
Vision Correction Usage: Sep’18 & Sep’19

In Millions of People

- Categories: the number of US residents 18+ who use the vision correction alternative all or any part of the time
- Some people use more than one vision correction device

195.3 Million Vision Correction Users: +1.5 million from Sep’18

‘Squinters’: US residents who say that they need vision correction, but do not use any

* Surgery is the sum of US residents having ever had refractive surgery; not counted as vision correction users
Net Increase (In Millions) in Adult Vision Correction Usage: Sep’12 to Sep’19

<table>
<thead>
<tr>
<th>Category</th>
<th>Net Increase (Millions)</th>
<th>Percentage Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plano Sunglasses</td>
<td>14.0</td>
<td>+6.8%</td>
</tr>
<tr>
<td>Eyeglasses</td>
<td>12.5</td>
<td>+8.2%</td>
</tr>
<tr>
<td>Contact Lenses</td>
<td>4.0</td>
<td>+10.4%</td>
</tr>
<tr>
<td>Readers</td>
<td>4.4</td>
<td>+15.7%</td>
</tr>
<tr>
<td>Rx Sunglasses</td>
<td>4.4</td>
<td>+16.2%</td>
</tr>
<tr>
<td>Sunglass Clips</td>
<td>1.0</td>
<td>+4.3%</td>
</tr>
<tr>
<td>Computer Eyewear</td>
<td>2.1</td>
<td>+17.8%</td>
</tr>
<tr>
<td>Surgery</td>
<td>5.7</td>
<td>+44.5%</td>
</tr>
<tr>
<td>Squinters</td>
<td>0.7</td>
<td>+5.7%</td>
</tr>
</tbody>
</table>

Categories: the net increase in the number of US residents 18+ who use specific vision correction alternative all or any part of the time

Some people use more than one vision correction device

US Adult Population Increased by 17.2 Million (+7.2%) from Sep’12 to Sep’19

*Squinters*: US residents who say that they need vision correction, but do not use any

*Surgery is the sum of US residents having ever had refractive surgery; not counted as vision correction users.*
### MVC: Trends and Demographics

**Percentage of the US Adult Population with MVC Coverage**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total US Adult Population</th>
<th>Possess MVC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec'09</td>
<td>47.3%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'10</td>
<td>50.8%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'11</td>
<td>52.6%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'12</td>
<td>50.8%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'13</td>
<td>47.3%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'14</td>
<td>43.0%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'15</td>
<td>40.3%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'16</td>
<td>37.3%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Dec'17</td>
<td>34.3%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Jun'19</td>
<td>31.2%</td>
<td>52.6%</td>
</tr>
<tr>
<td>Sep'19</td>
<td>29.0%</td>
<td>52.6%</td>
</tr>
</tbody>
</table>

**Demographics by Age and Income**

- **Male:**
  - 18-34: 29.0%
  - 35-44: 20.0%
  - 45-54: 19.7%
  - 55+: 31.2%
- **Female:**
  - 18-34: 29.0%
  - 35-44: 20.0%
  - 45-54: 19.7%
  - 55+: 31.2%

**Income Levels:**

- AHI: Up to $60K: 37.3%
- AHI: $60K+: 62.7%

**Regional Distribution:**

- NE: 18.5%
- SE: 36.4%
- MW: 21.0%
- MP: 24.1%
**Vision Care Products & Services – Total U.S. Market**

In $Millions$

<table>
<thead>
<tr>
<th>Category</th>
<th>12ME Sep17</th>
<th>12ME Sep18</th>
<th>12ME Sep19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ophthalmic Frames</td>
<td>$9,970.5</td>
<td>$9,970.5</td>
<td>$9,970.5</td>
</tr>
<tr>
<td>Rx Lenses</td>
<td>$14,270.2</td>
<td>$14,270.2</td>
<td>$14,270.2</td>
</tr>
<tr>
<td>Contact Lenses</td>
<td>$5,458.0</td>
<td>$5,458.0</td>
<td>$5,458.0</td>
</tr>
<tr>
<td>Plano Sunglasses</td>
<td>$4,372.3</td>
<td>$4,372.3</td>
<td>$4,372.3</td>
</tr>
<tr>
<td>OTC Readers</td>
<td>$986.7</td>
<td>$986.7</td>
<td>$986.7</td>
</tr>
<tr>
<td>Eye Exams</td>
<td>$6,389.4</td>
<td>$6,389.4</td>
<td>$6,389.4</td>
</tr>
<tr>
<td>Refractive Surgery</td>
<td>$1,941.3</td>
<td>$1,941.3</td>
<td>$1,941.3</td>
</tr>
</tbody>
</table>

*All retail* includes dollars spent at all retail types at any retail location on the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), OTC readers, or revenue earned from refractive surgery (LASIK only) or eye examinations. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.

$43.39 Billion: +2.4% from 12ME Period Sep’18

Inflation not taken into consideration
### US Adult Contact Lens Market Stats: 12ME Sep’14 to 12ME Sep’19

<table>
<thead>
<tr>
<th>Category</th>
<th>12ME Sep’14</th>
<th>12ME Sep’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of CL Bought With Subsidy/MVC</td>
<td>50.1%</td>
<td>52.3%</td>
</tr>
<tr>
<td>% Wearing Daily Lenses</td>
<td>24.4%</td>
<td>31.6%</td>
</tr>
<tr>
<td>% CL Bought Online</td>
<td>17.7%</td>
<td>20.6%</td>
</tr>
<tr>
<td>% Wearing CL to Enhance Eye Color</td>
<td>12.5%</td>
<td>13.0%</td>
</tr>
<tr>
<td>Average Annual Out-Of-Pocket Price Paid</td>
<td>$110.91</td>
<td>$128.33</td>
</tr>
<tr>
<td>Adult CL Users</td>
<td>39.2</td>
<td>42.5</td>
</tr>
<tr>
<td>CL Sales Revenue</td>
<td>$4,347.6</td>
<td>$5,458.0</td>
</tr>
</tbody>
</table>
Vision Care Products & Services –
Total U.S. Market by Major Distribution Channel

In $Millions$
All Retail*

Inflation not taken into consideration

- Independent ECPs
- Conventional Chains
- Mass Merchants / Wholesale Clubs

**Market Sizing:**
- Indep. ECP: $19.01B
- Chains: $8.97B
- Mass/Club: $5.22B

*All retail includes dollars spent at all retail types at any retail location on the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), OTC readers, or revenue earned from refractive surgery (LASIK only) or eye examinations. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.
Vision Care Products & Services – Total U.S. **Online / Internet Market**

In $Millions$

**Online Retail Dollars** *

Inflation not taken into consideration

- **Ophthalmic Frames**: $508.7
- **Rx Lenses**: $699.2
- **Contact Lenses**: $888.4
- **Plano Sunglasses**: $602.1
- **OTC Readers**: $82.7

$2.78 Billion: +8.9% from 12ME Period Sep’18

*Online retail includes dollars spent on websites / online retailers for the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), and OTC readers. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.
12ME September 2019: All Frame Purchase, Online Frame Purchases & Future Potential Online Purchases

**Millions of Unit Pairs**

- **All Frame Purchases 12ME Sep'19**
- **Online Frame Purchases 12ME Sep'19**
- **Potential Future Online Frame Purchases**

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
<th>Male</th>
<th>Female</th>
<th>18-34 Yrs Old</th>
<th>35-44 Yrs Old</th>
<th>45-54 Yrs Old</th>
<th>55+ Yrs Old</th>
<th>AHI: Up to $60K</th>
<th>AHI: $60K+</th>
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<tr>
<td>Total</td>
<td>78.8</td>
<td>14.5</td>
<td>42.0</td>
<td>21.0</td>
<td>13.2</td>
<td>15.4</td>
<td>29.3</td>
<td>31.4</td>
<td>47.5</td>
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<tr>
<td>Male</td>
<td>7.4</td>
<td>6.6</td>
<td>4.2</td>
<td>3.64</td>
<td>1.4</td>
<td>1.2</td>
<td>1.2</td>
<td>2.6</td>
<td>5.5</td>
</tr>
<tr>
<td>Female</td>
<td>36.9</td>
<td>3.1</td>
<td>8.0</td>
<td>4.6</td>
<td>2.7</td>
<td>3.0</td>
<td>4.2</td>
<td>4.8</td>
<td>9.0</td>
</tr>
<tr>
<td>18-34 Yrs Old</td>
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<td>21.0</td>
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<tr>
<td>35-44 Yrs Old</td>
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<tr>
<td>45-54 Yrs Old</td>
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<td>15.4</td>
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<tr>
<td>55+ Yrs Old</td>
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<td>29.3</td>
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<tr>
<td>AHI: Up to $60K</td>
<td></td>
<td></td>
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<td>31.4</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<tr>
<td>AHI: $60K+</td>
<td></td>
<td></td>
<td></td>
<td>47.5</td>
<td></td>
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</table>
Retail Structure of Frame Market (Dollars)

<table>
<thead>
<tr>
<th></th>
<th>12ME Sep17</th>
<th>12ME Sep18</th>
<th>12ME Sep19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td>10.7%</td>
<td>10.6%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Online / Internet</td>
<td>3.4%</td>
<td>3.0%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Department Stores</td>
<td>4.3%</td>
<td>4.7%</td>
<td>5.1%</td>
</tr>
<tr>
<td>Mass Merchandisers / Clubs</td>
<td>5.4%</td>
<td>5.2%</td>
<td>5.2%</td>
</tr>
<tr>
<td>Chains</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Independents</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **12ME Sep17**: $9,647.1M
- **12ME Sep18**: $9,847.2M
- **12ME Sep19**: $9,970.5M

% Change

- 18/19: +1.3%
- 19/19: +1.2%
- 17/18: +0.8%
- 16/17: +0.4%
- 15/16: -15.5%
- 14/15: +9.0%
- 13/14: +0.8%

THE VISION COUNCIL
EXECUTIVE SUMMIT
Eyeglass Unit Purchases: Usage of Insurance By Consumers 12ME Sep’19

- Standard vision insurance (VSP, Spectera, EyeMed, etc…): 27.2%
- Discount plan (AAA, AARP, etc…): 1.8%
- State or federal program (Medicare, Medicaid, military benefit, etc…): 9.2%
- Standard health / medical insurance Blue Cross Blue Shield, Aetna, etc…: 16.5%
- Tax-deferred flex spend benefit plan (MSA, FSA, HAS, HRA, etc…): 4.0%
- Other: 5.2%
- Don’t Know: 1.7%
- No Insurance Usage: 39.1%
Frame Unit Purchases: By Material—12ME Sep’19

- Total Metal: 5.8%
- Combination (plastic & metal): 8.7%
- Plastic: 40.3%
- Other: 31.7%
- Rimless / Semi-Rimless: 22.2%

All Frame Purchases:
- Male: 55.2%
- Female: 44.8%

Rimless / Semi-Rimless Frame Purchases:
- AHI: Up to $60K: 27.4%
- AHI: $60K+: 33.4%
- MVC: 66.6%
- FTC: 63.2%
- 18-34: 21.2%
- 35-44: 21.4%
- 45-54: 30.0%
- 55+: 33.4%

VisionWatch: The Vision Council Annual Sample Size: 110,000+ Adults
Percentage of Lenses (Units) with the Following Attributes: 12ME Sep’18 vs. 12ME Sep’19

- **SV**: 54.6% (+1.1%)
- **MF**: 14.3% (-3.8%)
- **PAL**: 31.2% (+1.1%)
- **Free Form Digital PAL**: 8.8% (+10.1%)
- **AR**: 45.6% (+1.7%)
- **Polarized / Rx Sun**: 7.7% (+0.6%)
- **Photochromic**: 15.7% (+1.1%)
- **MVC**: 60.9% (+1.7%)
- **Lens-Only Purchase**: 10.3% (+1.1%)
- **Sold via Independent ECP**: 41.7% (+0.4%)
- **Sold via Online Retailer**: 8.4% (+6.9%)

THE VISION COUNCIL EXECUTIVE SUMMIT
Trends in Frame and Rx Lens Pricing: 2013-2019

Rx Lens Pricing
- $147.85
- $122.49

Ophthalmic Frame Pricing
- $126.45
- $162.27
US Plano Sunglass Retail Sales (Millions of Pairs) by Channel: 12ME September 2019

Total Sales vs. Up to $30

Growth vs. 12ME Sep’18

- Indep. ECP: +0.4%
- Chain: +0.4%
- Sunglass Specialty: +0.8%
- Sporting Goods Store: +0.9%
- All Dept Stores: +1.7%
- Warehouse Club: +1.7%
- Grocery: +0.5%
- Drug / Pharmacy: +1.0%
- Mass Merchant: +2.0%
- Flea Market / Street Vendor: -0.6%
- Internet: +11.0%
- Other: +5.4%
- Flea Market / Street Vendor: -11.9%
- Internet: -0.1%
- Other: +1.2%
- Internet: +1.0%
- Other: +2.0%
Vision Care Products & Services – Total
Projected 12ME Sep’20 U.S. Market Forecast

In $Millions$
Inflation not taken into consideration

*All retail includes dollars spent at all retail types at any retail location on the sale of either spectacle lenses (including Rx sun), frames, contact lenses, sunglasses (plano), OTC readers, or revenue earned from refractive surgery (LASIK only) or eye examinations. This number does not include sunglass clips and reflects the dollars spent only by those U.S. residents 18 and older. Does not include retail dollars spent by/for contact lenses and exams for those 17 years of age and younger.
DIVERSITY & INCLUSION IN VISION

Ronald Krefman, OD, FAAO
Benefits of Practicing D & I

- 1.7X Innovation
- +35% > Industry Norms
- 67% of hires value
- +19% Revenue
- 2.3X Cash Flow / Employee
- 5.8% > Stock Returns

- Boston Consulting
- McKinsey
- WSJ
- PWC
- Deloitte
Study Objectives

Measure diversity, inclusion and career outlook, in vision industry.

Compare D&I in the vision industry to other industries.

Establish a baseline for benchmarking, tracking diversity, inclusion and career opportunities.
Methods

<table>
<thead>
<tr>
<th></th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SENT</td>
<td>3,840</td>
<td>100%</td>
</tr>
<tr>
<td>OPENED</td>
<td>3,802</td>
<td>99%</td>
</tr>
<tr>
<td>CLICKED</td>
<td>1,064</td>
<td>28%</td>
</tr>
<tr>
<td>RESPONDED</td>
<td>418</td>
<td>11%</td>
</tr>
<tr>
<td>COMPLETED</td>
<td>206</td>
<td>5%</td>
</tr>
</tbody>
</table>

Sample is Representative of Membership

<table>
<thead>
<tr>
<th>Division</th>
<th>Mailing List</th>
<th>Respondent %</th>
<th>Respondent #</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frames/Accessories</td>
<td>32%</td>
<td>38%</td>
<td>78</td>
</tr>
<tr>
<td>Optical Laboratory</td>
<td>22%</td>
<td>23%</td>
<td>47</td>
</tr>
<tr>
<td>Lens Manufacturer</td>
<td>12%</td>
<td>11%</td>
<td>23</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>12%</td>
<td>24</td>
</tr>
<tr>
<td>Optical Retailer</td>
<td>7%</td>
<td>6%</td>
<td>12</td>
</tr>
<tr>
<td>Sunglass/Reader</td>
<td>10%</td>
<td>4%</td>
<td>8</td>
</tr>
<tr>
<td>Lens Processing</td>
<td>9%</td>
<td>4%</td>
<td>8</td>
</tr>
<tr>
<td>Low Vision</td>
<td>1%</td>
<td>3%</td>
<td>6</td>
</tr>
<tr>
<td>Total</td>
<td>3,840</td>
<td>206</td>
<td></td>
</tr>
<tr>
<td>Unique Companies</td>
<td>774</td>
<td>Anonymous</td>
<td></td>
</tr>
</tbody>
</table>
Employee Count: 1 to 65,000

- Median: 100 Employees

Number of Companies

Employee Count
Tenure

- Yrs in Vision: Mean = 25
- Yrs w/ Employer: Mean = 10
- Yrs in Position: Mean = 5
- # Vision Employers: Mean = 2

The diagram shows the distribution of tenure across various categories.
## Diversity in Management

<table>
<thead>
<tr>
<th>Sample</th>
<th>Management (Share of Workers)</th>
<th>Female (Share of Gender)</th>
<th>Age (mean)</th>
<th>People of Color (Share of Race)</th>
</tr>
</thead>
<tbody>
<tr>
<td>US &quot;Management&quot;</td>
<td>40%</td>
<td>40%</td>
<td>47</td>
<td>16%</td>
</tr>
<tr>
<td>Vision Management (all)</td>
<td>84%</td>
<td>43%</td>
<td>52</td>
<td>17%</td>
</tr>
</tbody>
</table>
Females by Position

<table>
<thead>
<tr>
<th>Position</th>
<th>Vision</th>
<th>US</th>
<th>US CEO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Management</td>
<td>29%</td>
<td>40%</td>
<td>27%</td>
</tr>
<tr>
<td>Middle Management</td>
<td>45%</td>
<td>44%</td>
<td></td>
</tr>
<tr>
<td>Operations</td>
<td>64%</td>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>Contributor</td>
<td>72%</td>
<td>53%</td>
<td></td>
</tr>
</tbody>
</table>

*Owner, Partner, C-Level, President, Director, EVP, SPV*
Females by Sector and Role

**Sunglass/Reader**: 50%
**Frames/Accessories**: 50%
**Optical Retailer**: 45%
**Lens Manufacturer**: 39%
**Optical Laboratory**: 37%
**Low Vision**: 33%
**Other**: 22%
**Lens Processing Equipment**: 0%

**Product**: 85%
**Marketing**: 65%
**Customer Service**: 50%
**Other**: 39%
**Sales**: 36%
**Operations**: 26%
**Research & Development**: 25%
**Administrative**: 23%
**Manufacturing**: 20%
Race in Vision

US Workforce People of Color 22%

POSITIONS
- Senior Management: 17%
- Operational Management: 16%
- Middle Management: 16%
- Contributor: 11%

SECTOR
- Lens Processing Equipment: 50%
- Lens Manufacturer: 29%
- Other: 28%
- Optical Retailer: 18%
- Sunglass/Reader: 14%
- Optical Laboratory: 11%
- Frames/Accessories: 10%
- Low Vision: 0%

ROLES
- Customer Service: 33%
- Research & Development: 25%
- Product: 23%
- Manufacturing: 20%
- Sales: 20%
- Other: 14%
- Marketing: 12%
- Operations: 11%
- Administrative: 8%
Hispanic in Vision

VISION RESPONDENTS HISPANIC

5%

US WORKFORCE HISPANIC

17%

= -12%

VISION RESPONDENTS GAP

-12%
LGBTQ+ in Vision

US Avg. 4.5%  Vision 3.6%
## Profiles in Vision

<table>
<thead>
<tr>
<th></th>
<th>Vision</th>
<th>US Pop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Disability?</td>
<td>2.7%</td>
<td>3.8%*</td>
</tr>
<tr>
<td>English Second Language?</td>
<td>8.7%</td>
<td>21.6%#</td>
</tr>
<tr>
<td>Caretaker for Children?</td>
<td>36.7%</td>
<td>29.0%**</td>
</tr>
<tr>
<td>Caretaker for Adult?</td>
<td>13.2%</td>
<td>12.0%**</td>
</tr>
<tr>
<td>Served, or active duty in Armed Forces?</td>
<td>3.3%</td>
<td>0.5%+</td>
</tr>
<tr>
<td>Military spouse or partner?</td>
<td>0.5%</td>
<td>0.3%**+</td>
</tr>
</tbody>
</table>

*Bureau Labor Statistics - % of workers  
#US Census  
**Pew Research  
+Council on Foreign Relations  
++Council of Economic Advisors
Employer Ratings: ♂ 3X more likely to disagree

Average Vision Responses: 160

Benchmarks: Survey Monkey Data from 3,326 Organizations and 143,145 Responses
Say, “under-represented” in the workforce

<table>
<thead>
<tr>
<th>Category</th>
<th>ALL</th>
<th>Men</th>
<th>Women</th>
<th>White</th>
<th>POC</th>
<th>&lt;=53</th>
<th>&gt;53</th>
<th>Heterosexual</th>
<th>LGBTQ</th>
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<tbody>
<tr>
<td>Women</td>
<td>18%</td>
<td>11%</td>
<td>28%</td>
<td>16%</td>
<td>38%</td>
<td>25%</td>
<td>11%</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>People of Color</td>
<td>30%</td>
<td>27%</td>
<td>35%</td>
<td>31%</td>
<td>46%</td>
<td>33%</td>
<td>34%</td>
<td>35%</td>
<td>19%</td>
</tr>
<tr>
<td>Elder Adults</td>
<td>18%</td>
<td>14%</td>
<td>22%</td>
<td>15%</td>
<td>30%</td>
<td>17%</td>
<td>22%</td>
<td>16%</td>
<td>40%</td>
</tr>
<tr>
<td>LGBQTQ</td>
<td>14%</td>
<td>8%</td>
<td>22%</td>
<td>24%</td>
<td>20%</td>
<td>26%</td>
<td>21%</td>
<td>23%</td>
<td>30%</td>
</tr>
<tr>
<td>Industry</td>
<td>Count</td>
<td>Example</td>
<td>D&amp;I Policy</td>
<td>D&amp;I Targets</td>
<td>Flex Hours</td>
<td>Day Care</td>
<td>Skills Training</td>
<td>Career Develop. W/In</td>
<td>Promotion</td>
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<td>---------------------------</td>
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</tr>
<tr>
<td>Pharmaceuticals</td>
<td>308</td>
<td>Allergan, J&amp;J</td>
<td>48%</td>
<td>45%</td>
<td>19%</td>
<td>12%</td>
<td>29%</td>
<td>34%</td>
<td>19%</td>
</tr>
<tr>
<td>Medical Equipment</td>
<td>211</td>
<td>Cooper</td>
<td>49%</td>
<td>45%</td>
<td>9%</td>
<td>9%</td>
<td>26%</td>
<td>33%</td>
<td>14%</td>
</tr>
<tr>
<td>Specialty Retailers</td>
<td>63</td>
<td>National Vision</td>
<td>47%</td>
<td>44%</td>
<td>24%</td>
<td>0%</td>
<td>24%</td>
<td>29%</td>
<td>29%</td>
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<tr>
<td>Apparel &amp; Accessories Retailer</td>
<td>61</td>
<td>Kering</td>
<td>51%</td>
<td>48%</td>
<td>10%</td>
<td>23%</td>
<td>52%</td>
<td>52%</td>
<td>29%</td>
</tr>
<tr>
<td>Apparel &amp; Accessories</td>
<td>79</td>
<td>EssilorLuxottica</td>
<td>52%</td>
<td>51%</td>
<td>15%</td>
<td>0%</td>
<td>38%</td>
<td>46%</td>
<td>31%</td>
</tr>
<tr>
<td>VISION</td>
<td>160</td>
<td></td>
<td>66%</td>
<td>39%</td>
<td>82%</td>
<td>8%</td>
<td>72%</td>
<td>64%</td>
<td>87%</td>
</tr>
<tr>
<td>VISION GAP (vs Average)</td>
<td></td>
<td></td>
<td>16%</td>
<td>-7%</td>
<td>67%</td>
<td>0%</td>
<td>38%</td>
<td>25%</td>
<td>62%</td>
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# Outlook for Personal Advancement

<table>
<thead>
<tr>
<th>Sentiment</th>
<th>%</th>
<th>Count</th>
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<th>Female</th>
<th>&lt;=53</th>
<th>&gt;53</th>
<th>People of Color</th>
<th>Heterosexual</th>
<th>LGBT Q+</th>
</tr>
</thead>
<tbody>
<tr>
<td>😞</td>
<td>22%</td>
<td>24</td>
<td>18%</td>
<td>27%</td>
<td>21%</td>
<td>23%</td>
<td>20%</td>
<td>35%</td>
<td>23%</td>
</tr>
<tr>
<td>😞</td>
<td>15%</td>
<td>17</td>
<td>9%</td>
<td>23%</td>
<td>18%</td>
<td>13%</td>
<td>14%</td>
<td>24%</td>
<td>17%</td>
</tr>
<tr>
<td>😊</td>
<td>63%</td>
<td>69</td>
<td>74%</td>
<td>50%</td>
<td>61%</td>
<td>65%</td>
<td>66%</td>
<td>41%</td>
<td>60%</td>
</tr>
</tbody>
</table>
Executive Summit

Mike Hundert (NVI)
Tim Swartz (FGX)
Program Committee Co-Chairs
Jamie Shyer, Zyloware
Val Scott,
Vision Expo
Ashley Mills,
CEO