



shamir

Perfect Vision. Personal Touch.

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Outlined

Partnership

Where products + support = business growth

Mission

A fourfold commitment to eyecare professionals

SHAMIR: YOUR PARTNER, WITH VISION

The benefits of Shamir's fourfold commitment to eyecare professionals

We're pleased to introduce you to the new Shamir logo and brand message—Perfect Vision. Personal Touch—and to thank you for your support. While our mission to ReCreate Perfect Vision has not changed, this new modern and innovative identity truly captures the spirit of our dynamic company.



Raanan Naftalovich

“That spirit and our ongoing commitment to you can be seen every day in the way that we continually strive to provide excellent service, cutting-edge technology, and exemplary products,” says Raanan Naftalovich, president, North America.

“Our new brand message also underscores the

importance of being fast and agile. That agility gives us the ability, when needed, to shift our R&D focus to produce products that meet the immediate needs of you and your patients. The Anti-Fog duplex technology—which prevents fogging lenses for COVID mask wearers—is a perfect example of that.”

“Our commitment to you can be seen in the way we strive to provide excellent service, cutting-edge technology, and exemplary products.”

—Raanan Naftalovich
president, North America

Having been in the industry for nearly 50 years, Shamir understands you and remains committed to your success.

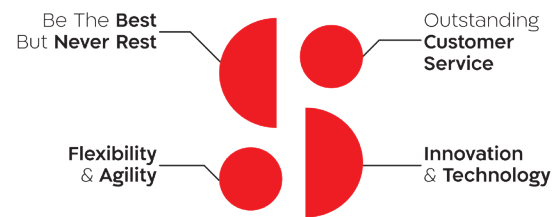
We look forward to continuing to grow Shamir with you through premium products and quality services. Innovation will continue to drive us to develop proactive solutions.

“Perfect Vision. Personal Touch.” Those four words

represent what we at Shamir work to do every day in every interaction with you, our customer.

They also define Shamir's new brand message. The mission to ReCreate Perfect Vision remains in our focus, but our new and innovative identity truly reflects the spirit of Shamir. It also reflects our dedication to aligning with the growth initiatives of you, our customers.

FOUR PILLARS



shamir

In response to these challenging and changing times for ECPs, Shamir has introduced a four-pillar message reflecting its core values:

1. **A passion for innovation.**
2. **Outstanding customer service.**
3. **Flexibility in the marketplace.**
4. **The desire to be the best, but never rest.**

All four of these can be seen in everything Shamir does and are reflected in the face of the rebrand, which includes: an innovative corporate brand; the new “S” logo that represents our four values; plus, a new tagline and identity. This modern and innovative identity truly captures the spirit of Shamir.

SHAMIR'S DNA

We believe everyone is entitled to perfect vision. And, that's exactly what our unparalleled lens technologies and products are designed to deliver. It is, in fact, in our DNA to challenge the status quo and produce breakthrough technologies that can literally bring about a quantum leap in ophthalmic lens capabilities. The

result is a staggering selection of high-quality, innovative products that have you and the patients in your practice fully covered. Our goal is to drive your success with these best-in-class products and innovative optical solutions, all backed by the closest personal support.

PARTNERSHIP

Our message to you is loud and clear. **We see you, and we are here to help you compete and grow your business in an increasingly challenging market landscape.**

Never has that partnership been so important. As you work through this crisis and rebuild post-COVID, we won't bring you just an amazing array of products. It will truly be the personal touch that is at the core of our relationship with you.

PERFORMANCE

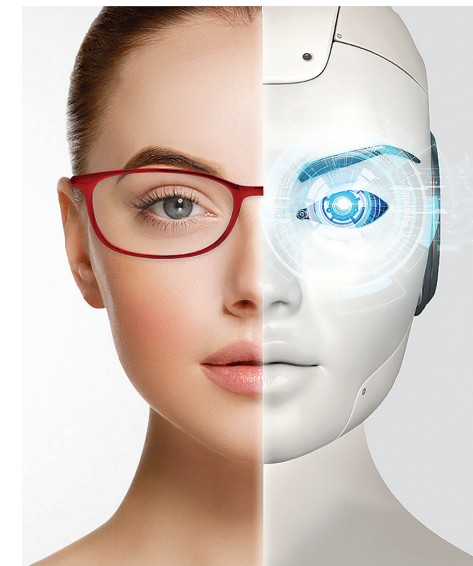
That recognition applies to both customer service and the technology behind—and performance of—our products. Here's a look at just a few awards that our products and services have received:

- Shamir Spark Mi™ Up...Digital/Measuring Fitting System of the Year 2020, EyeVote
- Shamir...Preferred Company for Contactless Dispensing Service 2020, EyeVote
- Shamir Autograph Intelligence...Lens Product of the Year 2019, Optician Awards, UK
- Shamir Autograph III...Lens Brand of the Year 2016, 2017, EyeVote

We value the trust you place in us, as reflected in those awards. We remain dedicated to providing you the best possible service, so you can offer your customers the best possible products.

Yagen Moshe, CEO of Shamir Optical Industry, underscores the

commitment to providing the personal touch: “The COVID era is certainly an exceptional one in which we find ourselves facing unprecedented situations,” he says. “But while many things may change, Shamir remains here with the same spirit aimed at improving people's vision and providing the best possible customer service. Shamir is always here for you, to offer you help and support.”



A TIMELINE OF INNOVATION

1972

Shamir established as manufacturer of glass bifocal lenses.

1979

PAL development accelerated with Eye-Point Technology® breakthrough.



1984

Shamir's brand of progressive lenses is launched.

1992

Eye-Point Technology® is launched.

1994

Shamir USA subsidiary is established.



2002

Shamir trademarks the term Freeform®, ushering in an era of innovation dedicated to the most advanced backside surfacing system—and customized vision.

2013

Eye-Point Technology® III improves viewing fields through reverse engineering.

Shamir's occupational lens is launched, with two viewing designs: Computer™ + Workspace™. shamirlens.com/products/shamir-lenses-products

2018

Launch of Shamir Autograph Intelligence™ progressive lens design. shamirlens.com/products/shamir-lenses-products



2020

Glacier™ Anti-Fog provides a solution to mask wearers plagued by fogging lenses. whenvisionmatters.com

WHAT DOES PARTNERING WITH SHAMIR REALLY MEAN FOR YOU?

Eyecare professionals share their stories

THE “WOW” FACTOR

I've been in practice for more than 30 years, and our patient base is a bell curve from age 5 to 85, with a concentration of presbyopes in the middle.



We used another vendor for many years—we never had much training from them—and suddenly started having issues with non-adapts five years ago. That's when we decided to make a change. The thing that impressed me most about Shamir was that the rep came out and spent time with us.

As soon as we started using Shamir product, our problems went away. People were adapting and, therefore, happy. They even experienced a “Wow” moment. Even now, we continue to get the training we need. Plus, the **Shamir Autograph**® lenses just keep getting better, which means our patients are liking their glasses better and better.

We use all the products and coatings as well. We do digital lenses about 90% of the time, and we're doing a lot of **Shamir Computer**™ and **WorkSpace**™ lenses and Shamir anti-fatigue lenses. We've also had really good success with **Shamir Attitude**® Sport with our golfers.

With COVID and increased time spent on screens, we see more patients becoming aware of blue light filtering. As a result, I have people asking for anti-glare lenses that block blue light. Having consumers educate themselves like this is a definite change.

Kathy Chirqui, O.D.

Owner, Optometrics of Chatsworth
Northridge, CA

NICHE NEEDS

We went through the Shamir certification process. That really gave us confidence and such an understanding of their entire library of products, including the more niche ones.



The training also made me confident that when an engineer—and we have a lot of them here—comes through the door, I can really “nerd out” and answer all his questions. **One of my favorite tools is Shamir's occupational lenses. They make it easy with two options—Shamir Computer™ and WorkSpace™.** Unlike some companies that complicate the selection with numbers instead of names, this is a no-brainer, and I've had a lot of success with both.

The **Shamir Relax**™ lenses are really popular here. That's partly because we're in a high-tech area. Most people haven't heard of the concept before, so that makes customers think we have something no one else does.

We also dispense a lot of safety eyewear, so the Shamir wrap lenses are great for us. They add in prism based on the amount of wrap and the position-of-wear measurement. Typically, that's a progressive thing, but Shamir has it with single-vision lenses, too. Shamir is simply more targeted to wrap frame needs than other lens companies are.

Shamir has done its research and is a true optics company, not a marketing machine.

Carissa Dunphy, ABOC, FNAO

Founder, OpticianNow.com
Seattle, WA

PASSION FOR QUALITY

I opened my first location, Occhiali Montecito, 33 years ago and added a second location in downtown Santa Barbara five years later. Both are fixtures in



Irwin Eve

their communities, and we now have nine licensed opticians.

We are huge Shamir fans.

Of special note, however, are the **Shamir Autograph Intelligence**™ and the **Shamir Autograph**® III progressive lenses. These products have definitely made us more successful.

We recognize the importance of asking lifestyle questions, listening to the answers, and assessing frame parameters. I like that I can choose the corridor length design. It allows me to ask questions about things that make a difference, like where the patient usually reads, for example. That way, I can take into account posture, height, and other factors that should be considered. I also appreciate that I can choose which fixed design to use. I rarely do a variable unless it's a big aviator or something like that. My go-to is 15mm, but I'll modify it based on the answers from the patient or the size of the frame.

It's really pretty simple. I love quality in everything. My clothing. My shoes. And certainly in my lenses. That's what customers expect from us. And that's what Shamir offers them...a truly premium product.

Irwin Eve

Co-Owner, Occhiali Eyewear
Santa Barbara, CA

GROWING OUR PRACTICE

We are a young tech-savvy practice, and we strive to offer the latest products and procedures to our patients. We began working with Shamir about three years ago.



Sabrina Graziano, O.D.

The company complements our mode of practice with its constantly advancing designs in digital lenses, as well as its devices like the **Spark Mi**™ Up.

Shamir is private practice-friendly, and our rep has always been hands-on and ready to give advice and assistance wherever she can. **She**

has been there to not only showcase the full portfolio Shamir has to offer and to train my staff on its benefits, but she goes above and beyond to lend her expertise to help grow our bottom-line sales.

Her experience in both optical and management are invaluable in training my staff and keeping ideas fresh and innovative. It's not just product. She has explained the importance of things like simply offering the best to patients first, the benefits of second-pair sales, and the value of anti-reflective coatings on all lenses.

She also worked with us on the **Spark Mi**™ Up device. It has been essential in providing patients with a start-to-finish premium product...and one that they are more likely to talk about with friends and family.

In an ever-changing optometric climate, Shamir will always have a place in our practice.

Sabrina Graziano, O.D.

Owner, BeSpectacled Eye Care
Bakersfield, CA

ECP RESOURCES

Shamir has a host of professional and practical resources to help eyecare professionals communicate the benefits of Shamir products to their patients. They include Shamir's new and dynamic **Consumer Product Catalog**, several great social media posts, and much more.

These are free, downloadable resources that have just been made available to ECPs. Grab them here: <https://tinyurl.com/ECPresource>

DID YOU KNOW?

Technology

Shamir led the way in the category of Advanced Technology in both the 2015 and 2018 Customer Satisfaction Surveys

Performance

Asked to rank their experience with the brand, customers gave Shamir top billing in 2015 and again in 2018

One-Third

Nearly 3 out of 10 consumers (30%) surveyed complain about visual discomfort resulting from computer usage

97%...

of your customers are great candidates for blue light protection

GET YOUR VITAMINS HERE...



At Shamir's **TheVitaminSEE.com** platform, that is. Weekly blog posts provide essential tips to boost your practice and keep you current on everything from business strategies and trends to staff education, and, most important, peer insights.

We offer those insights through our **Peer-to-Peer Champion**™ program...a platform where O.D.s and opticians can share valuable content in order to help other independent ECPs grow their practices.

A STEADFAST FOCUS

Shamir is your partner for success. Here are just a few of the benefits of working with the company, its products, and its reps.



CORE COMMITMENTS

- **SINGULAR FOCUS.** Unlike other producers of spectacle lenses, Shamir is a lens-only company. That means 100% of its focus is on researching, developing, and delivering unparalleled spectacle lens products and services to ECPs and their patients.
- **SOLID EDUCATION.** Some companies focus more on marketing than substance. Shamir underscores the importance of education through a strong, multipronged educational component.



CONSULTATIVE APPROACH

- **STANDOUT PARTNERS.** Shamir account executives are respected throughout the industry for their superior knowledge base, excellent communications skills, and reputation for going the extra mile.
- **REP RELIABILITY.** Turnover is an industry-wide problem. Shamir account executives, however, are consistent, available, and reliable.



PROFIT + PORTFOLIO

- **INCREASED REVENUE.** Shamir lens designs aren't just superior, they're generally less costly than others. That results in increased revenue and a higher profit margin for practices.
- **NON-STOP INNOVATION.** Shamir has a lot of industry firsts. It made the first commercially saleable Freeform® lens, and was the first company to have an all-Freeform® lens portfolio.



RESPONDING TO NEEDS

- **ADVERTISING ACUMEN.** Messaging is critical, and getting it right is an ongoing challenge. Shamir meets and exceeds that challenge time and time again, as witnessed by the six Gold, Platinum, and Silver Hermes International Creative Awards it has earned for outstanding advertising/communications campaigns.



THE BOTTOM LINE

- **EXPLOSIVE EXPANSION.** Between 2010 and 2019, Shamir increased business volume by double digits every single year.
- **FUTURE FOCUS.** From unparalleled product to a strong partnership and unsurpassed customer service, the examples on this page represent just a few of the reasons why it makes good business sense to partner with Shamir for 2021 and beyond.