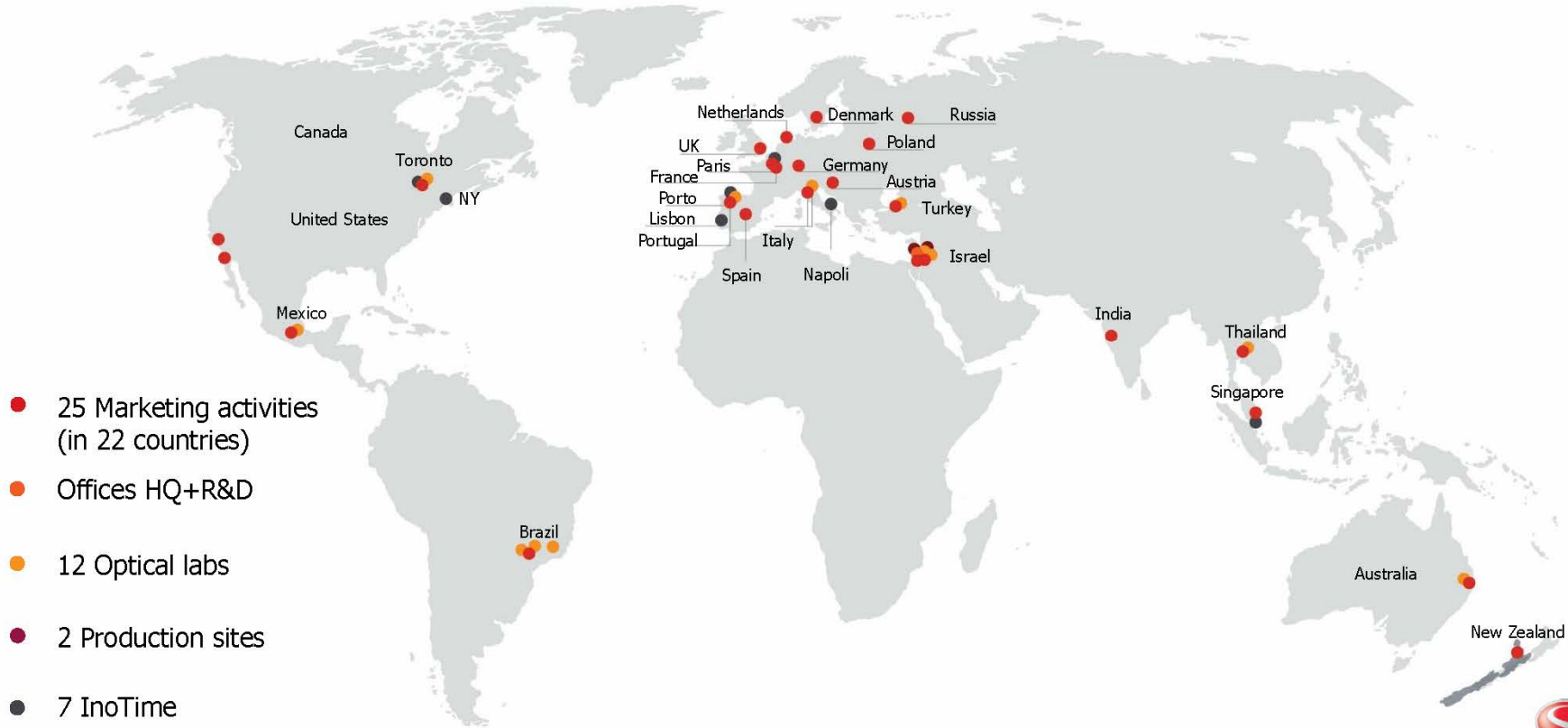


# SHAMIR – A GLOBAL COMPANY



# SHAMIR OPTICAL INDUSTRY LTD.

## AT A GLANCE



Developer and owner of high end proprietary optical solution technologies



25 Marketing activities (in 22 countries) and 19 Optical labs



Leading manufacturer of high quality progressive and single vision lenses and molds, with manufacturing labs around the world



Approximately 2,200 employees worldwide

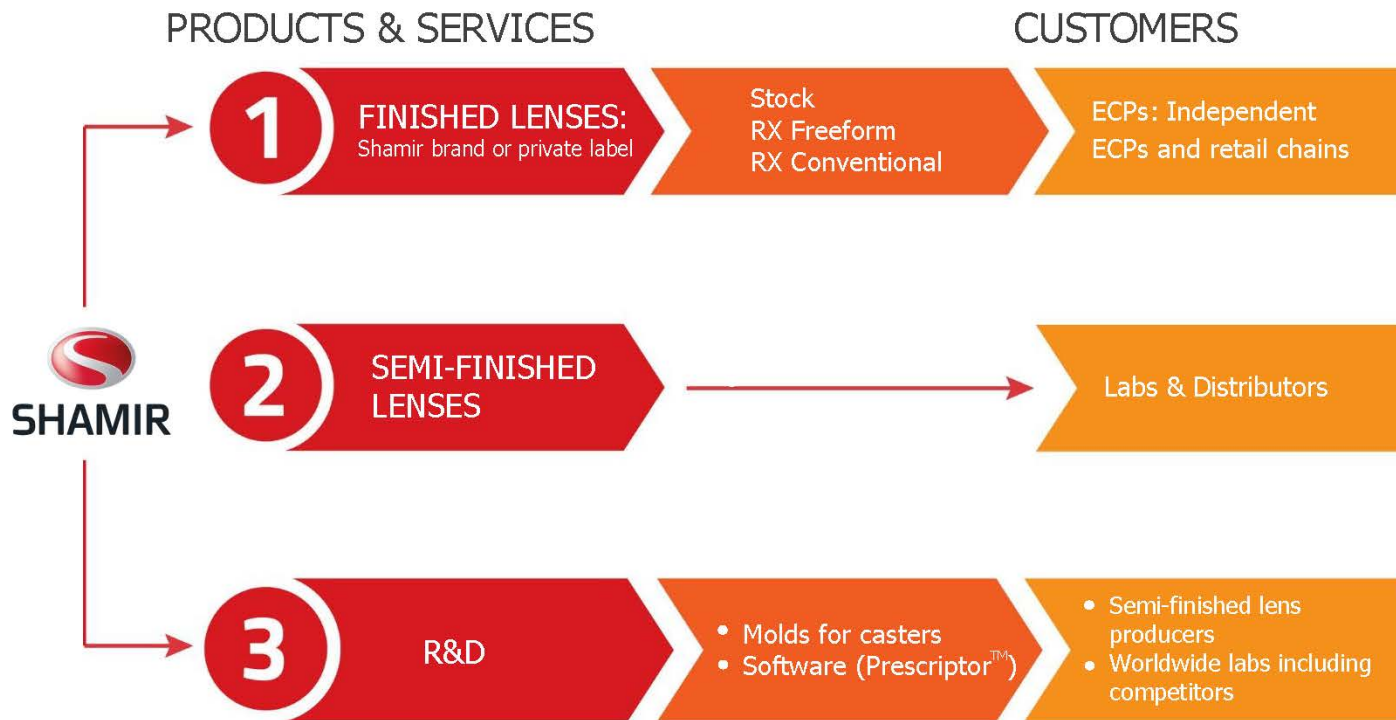


2017 sales of more than \$249 million, mainly in Europe and the USA



Since 2011, jointly owned by Kibbutz Shamir and Essilor

# SHAMIR PRODUCTS & CUSTOMERS



# SHAMIR'S PLACE IN THE VALUE CHAIN

**1** Raw materials



Procure

**2** Technology & Software



- Development of high end proprietary technologies
- Eye-Point Technology® III
- IntelliCorridor™
- As-Worn Quadro™
- Natural Posture™
- Prescriptor™

**3** Production



- Full ownership of production chain
- Freeform
- Finished lenses
- Semi-finished blanks - Plastic & Mineral
- Mineral molds

**4** Distribution & Marketing



- Sell directly to optical shop & labs
- Operating local service centers offering technical and customer service

**5** Retailer



- Servicing and supporting independent optical shops
- Wide range of optical solutions
- Education
- Supplying innovative marketing tools to assist ECPs in the selling process