



Our part in your future

Opportunities for business ownership
with Specsavers in Canada

Specsavers

If there is one word that sums up Specsavers, better than any other, it is partnership.

Since 1984, when optometrists Doug and Mary Perkins opened the first Specsavers in the UK, it has been the commitment to working in partnership with eyecare professionals that has delivered success to thousands of Specsavers business-owners across 11 countries.

Almost 40 years later, the passion for partnership burns as brightly as ever across our optometry clinic and retail stores. We believe at our very core that goals are best achieved by working together, through collaboration and dedicated support – as partners in a shared venture.

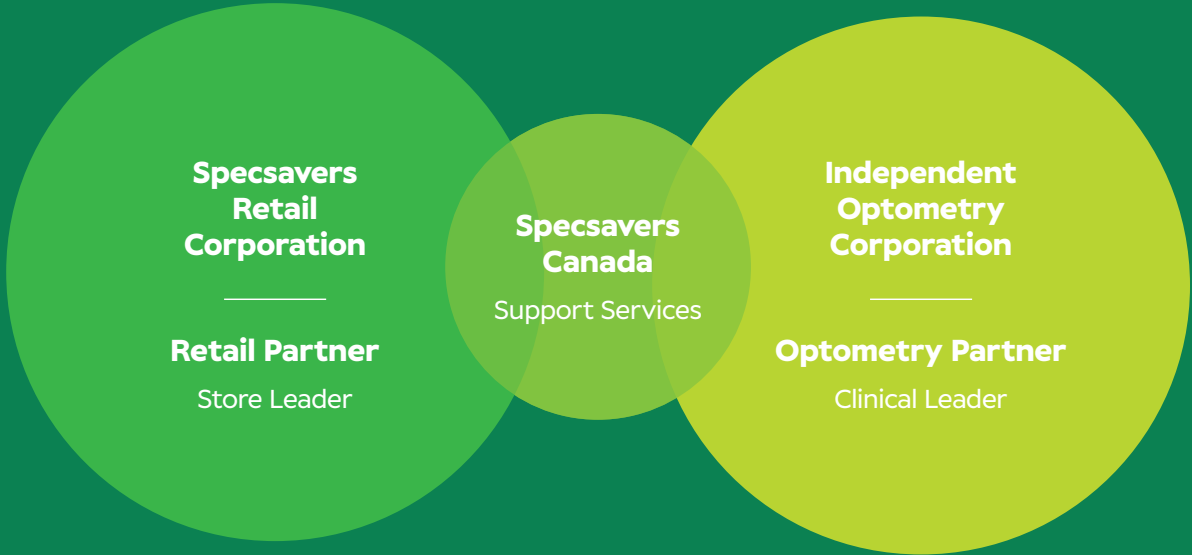
Specsavers is a support-laden partnership model that operates in more than 2,500 healthcare businesses, encompassing 3,500+ partners, and looking after the eye health of over 40 million customers within the UK and Ireland, Australia and New Zealand, to Northern Europe, Spain and now Canada.

Our Partnerships Team is ready to go into detail on what an ownership role with Specsavers could mean for you.



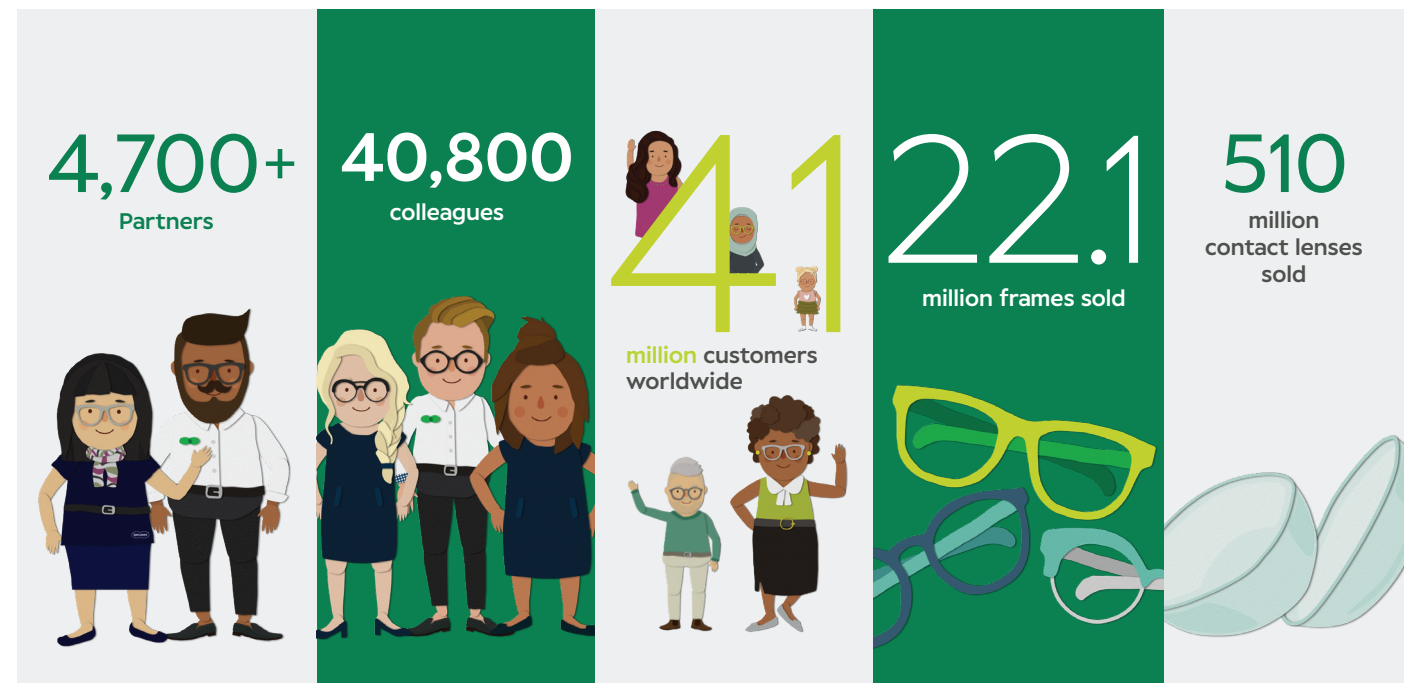
Bill Moir
Managing Director – North America
Specsavers Canada

Specsavers Canada Ownership model



2021/22

Our facts and figures



An international success story: Specsavers history

2,500 stores
4,700 partners
41 million customers



Specsavers is the world's largest privately-owned optometry business and was founded almost 40 years ago in the UK by optometrist husband and wife team, Doug and Mary Perkins. It was from there that they opened the very first Specsavers store, on Bristol's Bond Street, on February 14, 1984.

That store has since been joined by more than 2,500 Specsavers businesses in the UK, the Republic of Ireland, the Netherlands, Sweden, Norway, Denmark, Finland, Spain, Australia and New Zealand – and now Canada. From just two eyecare professionals with a powerful vision, there are now over 40,800 colleagues working within the Specsavers Partnership around the world looking after the eye health of more than 41 million people. All Specsavers stores remain owner-operated under our super supportive franchise model.

Back in 1984, Doug and Mary could see that while many ambitious eyecare professionals wanted to start their own businesses, they were looking for levels of support not readily available in the industry; they wanted to be part of something bigger to benefit from economies of scale,

but they also wanted to avoid many of the administrative, marketing and compliance headaches associated with running a small business.

Building on this knowledge, our renowned business ownership model took shape. It was designed specifically to help business owners with product supply, marketing, back-office systems, tax, finance, accounts and payroll. It helped them with training and development, systemized care, clinical advancement and so much more. Almost four decades of continuous improvement have followed.

Today the Specsavers Partnership is the clear market leader in eight of the 10 countries in which we operate. We can point to world-beating detection and referral rates for glaucoma and diabetic eye disease. We move at pace and embrace eyecare professionals who share our can-do attitude and passion for customer service excellence. We have innovated as a retailer to connect with local communities – with a typical brand recognition rate of over 90% in each of our markets.

A partnership driven by a shared purpose

Our Purpose

To change lives through better sight.

Our Values

Treat people as we would like to be treated ourselves.

Passionate about:

Our customers - the lifeblood of our business

Our people - supporting our staff to be the best they can be

Partnership - at the heart of everything we do

Communities - giving back to and working with our local communities

Results - keep it simple, get it done, deliver on our promises

Specsavers recipe for success:

Living our purpose and values

Specsavers partners, store colleagues and support office team members are all bound inextricably by a shared organizational purpose that describes clearly and concisely what we are all collectively and individually committed to.

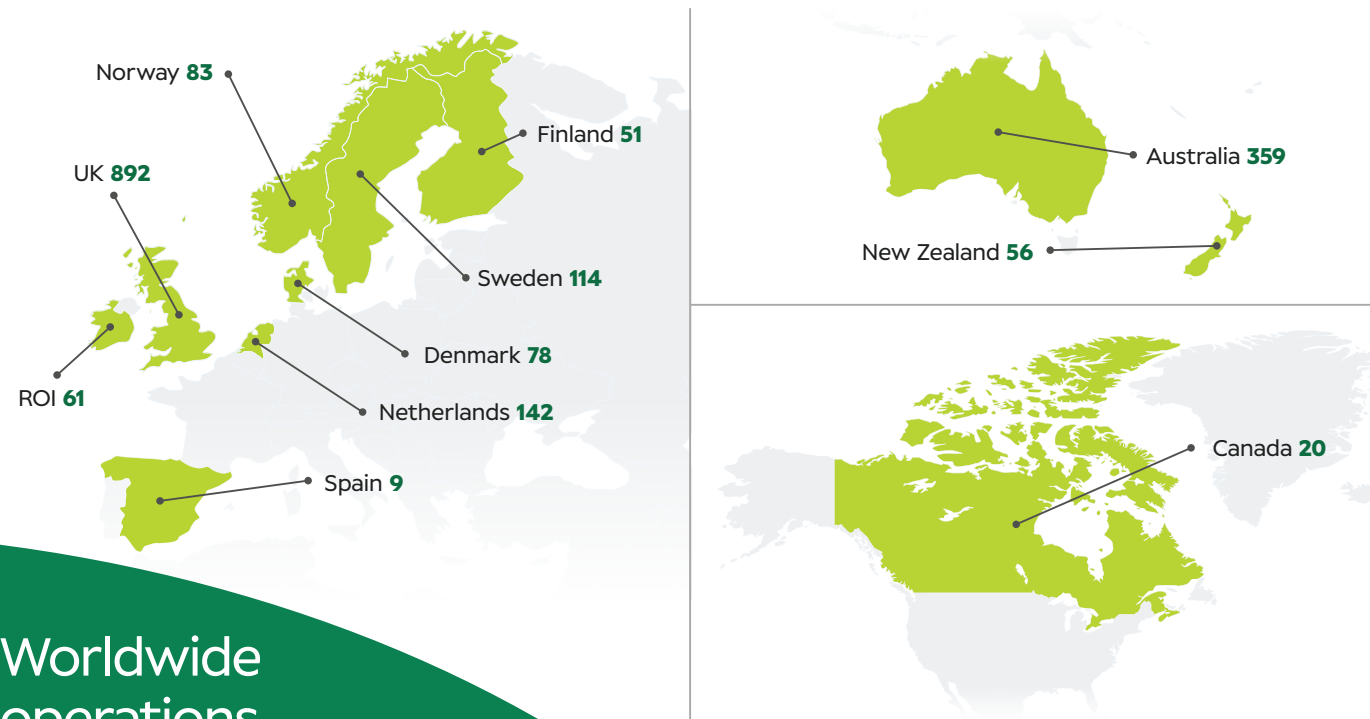
‘To change lives through better sight’

Underpinning our purpose is an innate belief in providing accessible eyecare and affordable eyewear that aims to exceed customer expectations every single day. To be accessible we commit to building a network that is represented in regional, remote and urban locations. To be affordable encompasses choice and value-driven prescription eyewear but even more importantly means we must provide inclusive clinical care that is focused on eye health investigation as well as vision correction, resulting in world-class service that brings satisfaction to optometrists and their patients in equal measure.

It is how we exceed expectations that marks Specsavers out and sets us apart. We are committed to an uncompromising approach to training, continuing education and career development for our professionals and investing in our vertically integrated global supply chain and quality standards. We deliver on our customers' desire for style, function and price while offering them the most advanced use of clinical equipment for their eye examination. All these features and more enable us to go the extra mile for patients and customers as part of our daily routines.

Supporting this, certain core values guide us in the way we work together, how we interact with each other and with customers and why we work relentlessly to deliver superior patient, customer and commercial outcomes.

Our Optometry Stores 2021/22



Worldwide
operations,
local focus

Specsavers recipe for success:

Built for local conditions

Every market for professional eyecare has different rules and regulations for the provision and intersection of optometry and opticianry services. As a business operating across three continents, we've become adept at understanding these differences and evolving our model to help eyecare professionals develop successful, profitable businesses of their own, within the Specsavers Partnership family.

In Canada, having a full appreciation of the varying provincial regulations means creating a winning local community eyecare ownership model built around the business and lifestyle needs of eyecare professionals as well as around the eye health and vision correction needs of patients and customers.

And whether you look to the UK, Australia, to the Republic of Ireland, New Zealand or Scandinavia for inspiration, you'll find a unique Specsavers partnership model that works for all eyecare professionals as a market leader, a clinical leader and as a retail leader.

For full details of how the Specsavers ownership model works and to assess the scale of the opportunity talk to our Partnerships Team today at enquiries.ca@specsavers.com.



Advanced equipment,
development and
expertise

Specsavers recipe for success:

Clinical excellence

As an optometrist and optician led company, we are proud of our uncompromising pursuit of professional and clinical excellence. Our ability to deliver outstanding care stems from our roots in local community eyecare and our commitment to ongoing multi-million-dollar investments in professional development and the most advanced clinical equipment.

The latest optometric and ophthalmic equipment

All clinics in Canada, operated by local Optometry Partners, have an advanced diagnostics environment equipped with the latest multifunctional autorefraction and detection technology, visual fields equipment, OCT technology, cloud-based image storage, and a consulting room equipped with the latest integrated digital refraction technology.

As we forge an international leadership position around detection and referral rates for eye conditions, we understand the critical need to back our professionals with the right technology to support their commitment to advanced care.

Professional development

Another Specsavers hallmark is an extensive up-to-the-minute professional development program for all optometrists and opticians within the Specsavers network.

We work to meet and exceed local requirements for continuing education every year; a range of in-clinic, in-person and online opportunities are offered under the Specsavers Clinical Conference banner.



Deeply resourced
support services
for all our partners

Specsavers recipe for success:

Support services

The Specsavers support team focuses on backing all our partners with a broad and expanding mix of services, including:

- **Product & Procurement:** a world class range of 1,500 frame styles, colours and designer brands; ophthalmic lenses and contact lenses; and advanced optical equipment at the best prices.
- **Supply Chain:** a vertically integrated supply chain, supplying our partners with over 15 million frames, 30 million ophthalmic lenses, and 500 million contact lenses every year.
- **Marketing Services:** TV, radio, outdoor and digital advertising, social media, PR, point-of-sale, direct mail, patient recall and more, reaching millions of consumers.
- **IT and In-store Systems:** patient record management systems, patient referral templates plus ongoing hardware and software maintenance.
- **Training & Development Services:** a pre-launch training program for new store teams and ongoing professional and retail development for all team members.
- **Professional Recruitment:** a constant focus on recruiting optometrists, opticians and retail professionals combined with systems that make in-store recruitment easier to manage.
- **Accounting & Administration Services:** payroll and accounts payable for each business, monthly and annual financial statements, profit distributions and entity tax management.
- **Partner Communication & Engagement:** our constant in-person and online communication ensures all Specsavers business owners are engaged in two-way consultation on all new initiatives.
- **Business Development:** a rolling program of establishing new partners in new businesses so that every Canadian has easy access to Specsavers. We continually invest to ensure the right business owners are identified for the right stores in the right locations.

Marketing
excellence
drives **growth**



Specsavers recipe for success: **Marketing excellence**

Optometrist led strategy, marketing led business

Specsavers brings to Canada a hard-earned reputation for marketing excellence; we are optometrist and optician led from a professional perspective but we are marketing led from a commercial perspective.

Our partners invest a fixed percentage of their gross sales each month into a marketing fund that promotes their retail services and helps to attract new customers for each business – and keep them.

Worldwide, that fixed percentage has grown to a spend that this year will be well in excess of CAD\$350 million

Substantial growth

Despite increasing competition around the world, our marketing-led strategy has resulted in an unbroken record of business growth every year since 1984. Our in-house marketing teams produce campaigns across TV and radio, digital, point-of-sale, direct mail, press advertising, social media and more.

And the local Specsavers website

not only promotes our products and latest offers but also provides important information for customers, such as advice on health matters and what they can expect when they visit one of our clinics. Each individual store has its own page with contact details, opening hours, location map and an online appointment booking service.

Store turnover

Although each of our markets is different, one of the constants has been the critical role that marketing has played in driving business growth in local stores.

Country	Average store turnover 2020/21	Specsavers trading since
Australia	AUD\$3.1 million	Feb 2008
New Zealand	NZ\$2.8 million	Oct 2008
United Kingdom	GBP£1.8 million	Feb 1984



Your team
of **back-office**
professionals

Specsavers recipe for success:

Back office and administration services

Saving our business owners time, effort and headaches, we take a mountain of day-to-day administration work off their hands. This is designed to ensure that they can focus on the things they are most expert at within their clinic and store environment – on the one hand providing exceptional patient and customer care and, on the other, investing real time in developing their individual team members.

A reduction in the back-office and administration burden for our partners is made possible by the heavy investment in a broad-based professional team within our Support Office. From accounting and finance professionals to tax experts, product specialists, clinical and retail trainers, business analysts, HR and a payroll team, the ultimate dividend comes in the form of giving time back to partners, enabling a work-life balance and uninterrupted family time when away from the business.



**Cost no barrier
to ownership**

Specsavers recipe for success:

The best ownership offer

Since we first announced our entry into the Canadian optical marketplace, eyecare professionals from across the country have been quick to request details on the Specsavers optometry and retail store ownership models, how they work and what opportunities will present over the coming months and years.

If you are an eyecare professional, partnering with Specsavers presents you with an amazing opportunity to take control of your own future.

It's an opportunity to step away from being an employee and instead to start your own clinic or retail store with the world's most successful optometrist owned and led partnership. It's an opportunity to benefit from the profits of the business that you operate, while growing a valuable asset for the future as you look forward to life after work.

Before you take the necessary steps to apply for a clinic or retail store with Specsavers, it's important you understand what is involved.

Getting started:

We cover 100% of new location start up costs

When you are joining Specsavers as a partner, we remove the barriers to ownership by covering the start-up costs in full.

The result is a turnkey business for a small, one-time \$25,000 entrance fee with the benefit from the growth of your own clinic or retail store.

Time to talk

For full details of those ownership structures and the franchise fees - talk to our Partnerships Team today at **enquiries.ca@specsavers.com**.

Specsavers

Welcome
to Specsavers



Take a step inside your
new clinic and store
with a virtual tour

Specsavers Partners Testimonials

To find out what eyecare professionals like you have to say, view a growing range of partner video opinions at join.specsavers.com/ca

'With Specsavers providing my clinics a network to rely on, you can't help but to succeed with the team they have in place. With the resources they provide anyone who is interested in becoming a partner, I just don't see any other road but to success.'

Dr. Brad Macario - Optometry Partner,
Specsavers Scottsdale and
Specsavers Sevenoaks, BC

'By building a stronger bridge between retail and optometry, Specsavers has it at heart to value the optician role in stores. Specsavers offers continuous training and provides all the tools to accomplish this mission as an eyecare professional.'

Lorenzo Martinelli, RO - Retail Partner,
Specsavers Kitsilano, Vancouver

'The tried and tested history of Specsavers is a model that works - I only need to focus on my patients and customers who come to the store. I feel supported by Specsavers as they provide 100% support for someone who has never owned a store before.'

Dr. Ian Scholfield - Optometry Partner,
Specsavers Woodgrove, Nanaimo

'After 18 years, I have come to know many people in the industry in Canada and the USA; I think Specsavers is the best thing to happen in optics in this time. I'm excited about changing this space and making eyewear accessible and affordable to all Canadians.'

Todd Racho - Retail Partner, Specsavers
Meadowtown, Pitt Meadows

'As a business owner, I feel very confident that I'm receiving the best support from such a great team at Specsavers. There's never a question I can't ask, so I feel like I can concentrate on what I need to concentrate on most, which is excellent patient care.'

Dr. Mannie Dhillon - Optometry Partner,
Specsavers Central City, Surrey

'Specsavers is all about support. They're a dynamic team of exceptional professionals - they've been there to support me every step of the way. The partnership journey was nothing I had ever done before. My success is their success.'

Kyla Campbell, RO - Retail Partner,
Specsavers Cottonwood, Chilliwack

Grand
Opening
Celebration

Two pairs of complete
eyeglasses from \$99
June 11th to 19th



To find out all the details on your
options for business ownership with
Specsavers Canada contact:

Mike Protopsaltis
on (604) 499 3976 or
enquiries.ca@specsavers.com