



SHAMIR OPTICAL INDUSTRY LTD.





MARKET OVERVIEW
**Eye Correction Needs &
the Ophthalmic Market**



SHAMIR
An Innovative Leader in the
Ophthalmic Lens market



SHAMIR
Technologies



SHAMIR
Products



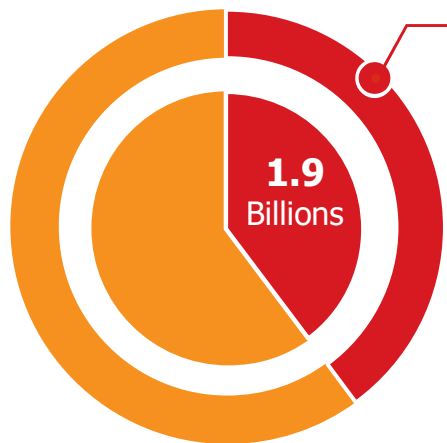
SHAMIR
Financials

THE OPHTHALMIC MARKET

HIGH POTENTIAL AND LOW PENETRATION

4.5 BILLION PEOPLE – NEARLY 63%
of the world population need eye correction

By 2030, the world population is expected to grow by some 15%. At the same time, the number of people purchasing optic solutions is expected to grow by 60%.



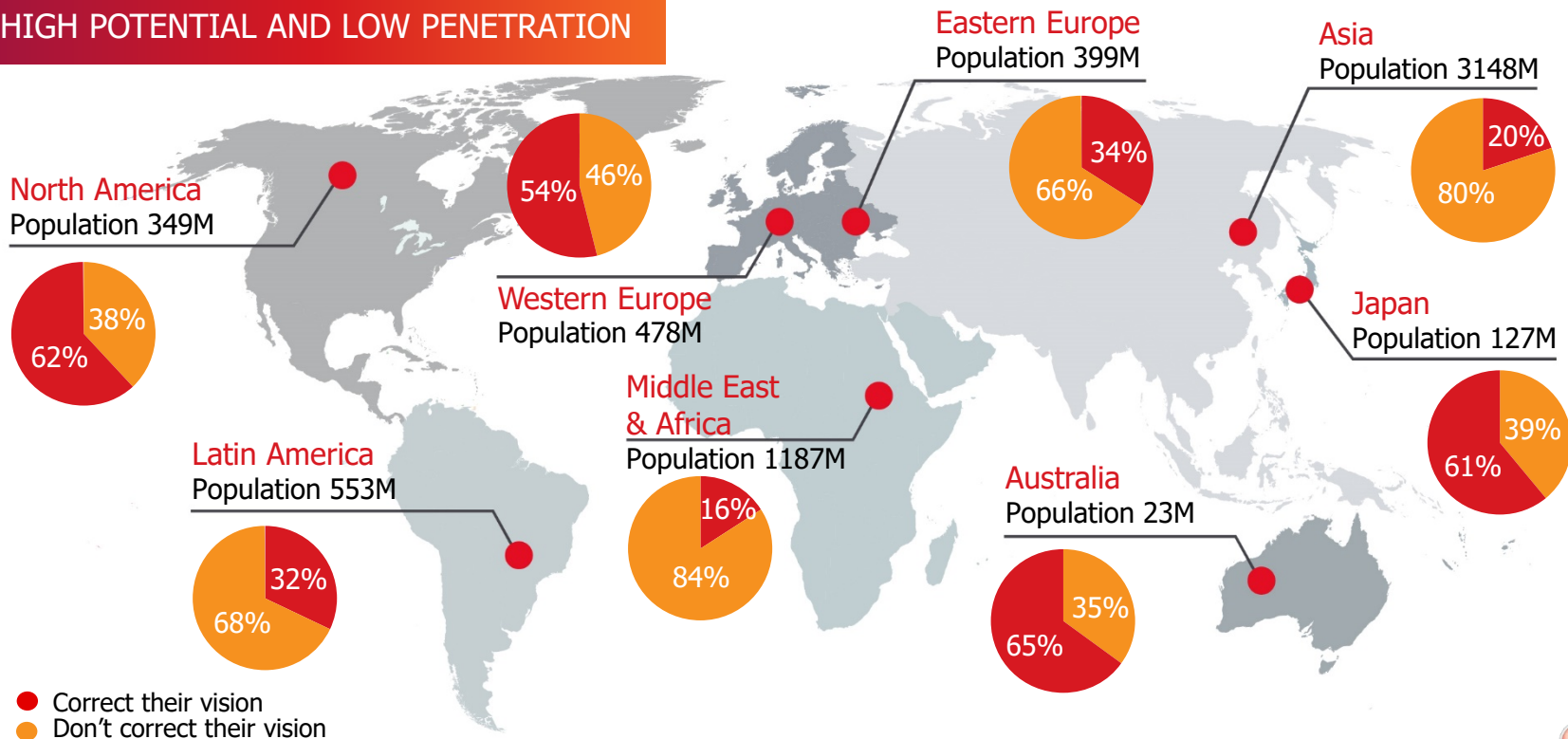
**ONLY
42%**

of those who need eye correction
currently use optical solutions

- Use optical solutions
- Don't use optical solutions

THE OPHTHALMIC MARKET

HIGH POTENTIAL AND LOW PENETRATION



THE OPHTHALMIC MARKET

OPTICAL SOLUTIONS

4%

SURGICAL OPERATIONS



10%

CONTACT LENSES



11%

READING GLASSES



75%

OPHTHALMIC LENSES



OPHTHALMIC LENS MARKET

SEGMENTS



BIFOCAL

Two optical powers per lens



PROGRESSIVE

Seamless gradients of optical powers from distant to near vision



SINGLE VISION

One optical power per lens

OPHTHALMIC MARKET

4.5 Billion

people require
visual correction

1.9 Billion

of them utilize
some sort of
optical solution

1.26 Billion

Ophthalmic lenses are sold annually.
The ophthalmic lens market represents
50% of the optical solution market with
a value of \$13 billion

189 Million

of all lenses sold are
progressive lenses
accounting for nearly 60%
of the market value

OPHTHALMIC LENS MARKET

PURCHASE CHANNELS



8%

ONLINE / SHOP IN SHOP **\$6.9b** ↑ 14%

10%

PHARMACY

82%

ECP (including over the counter)



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SHAMIR – A GLOBAL COMPANY



- 25 Marketing activities (in 22 countries)
- Offices HQ+R&D
- 12 Optical labs
- 2 Production sites
- 5 InoTime

SHAMIR OPTICAL INDUSTRY LTD.

AT A GLANCE



Developer and owner of high end proprietary optical solution technologies



22 Marketing activities (in 21 countries) and 17 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

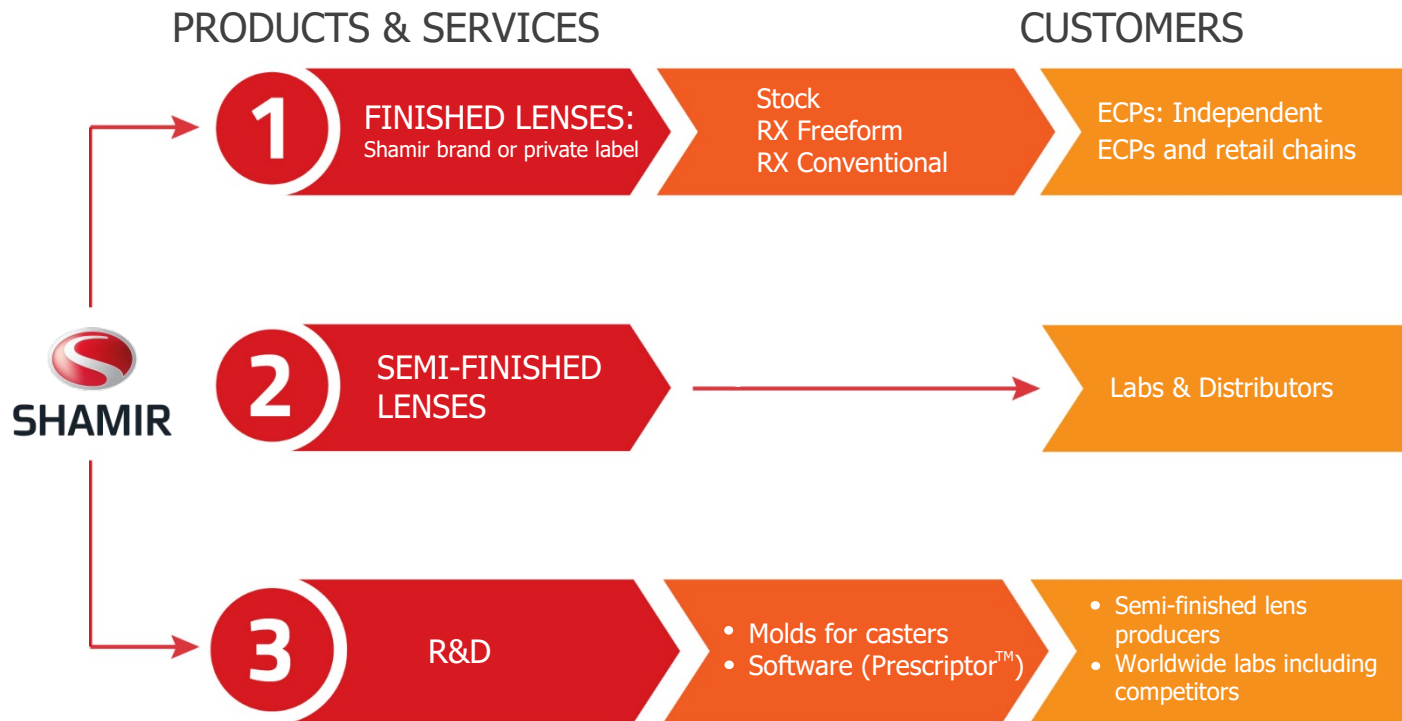


2017 sales of more than \$249 million, mainly in Europe and the USA



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

SHAMIR'S COMPETITIVE EDGE



TOP OF THE LINE OPTICAL DESIGNS

- High dedication to R&D that leads to breakthrough technologies
- World leader in sports and occupational lenses



FREEFORM EXPERTISE

- FF pioneer with almost twenty years of experience
- Unique technologies that grant differentiation



STRONG PARTNERSHIP WITH ECPs

- Strongly service oriented
- On-going marketing support and supply of marketing tools
- One-stop-shop for lenses
- Providing ECPs with the most advanced measuring tools

SHAMIR'S COMPETITIVE EDGE

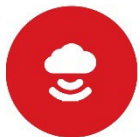
InoTime by Shamir



Revolutionary new service that gives you, the Eye Care Professional, a decisive competitive advantage.



Advanced technology that delivers personalized Rx lenses, progressive and SV, in as little as 3 hours.



Guarantee of high speed + premium quality, because it's backed by Shamir, a world leader in optics.



IT'S FOR YOU, THE ECP
InoTime allows you to provide premium Rx lenses in as little as 3 hours from order to delivery!



AND YOUR CUSTOMERS Tourists, business people on their lunch break, emergency services for those who lost or broke their glasses. Anyone living a fast-paced modern life can now get a new pair of Rx glasses in as little as 3 hours!

SHAMIR SAFETY

Creating all-in-one eye protection solutions by combining cutting-edge lens technology with frames designed to be tough and beautiful

- Designed, manufactured and tested by Shamir Occupational Health and Safety (OHS), providing the perfect combination of outstanding safety frames with state of the art lens designs, quality assured and certified globally with the strictest global standards.
- Our Brand: Eyres, well known Australian brand, founded in 1989. Created and tested in the harsh Australian climate. Designer of innovative customized solutions.
- Providing eye protection for all potential risks in a variety of work environments and intense physical activity, as industry, public works, construction, aeronautics, pharmaceuticals, sports, and the military.



SHAMIR TIMELINE 1972-1987:

DEVELOPING OUR COMPETITIVE EDGE

Shamir Optical Industry is established as a manufacturer of bifocal glass lenses

1972



1979

Accelerated development of progressive lenses is initiated

Shamir's brand of progressive lenses is launched

1984



1987

Begin marketing services to other lens manufacturers, and launch 1st set of molds for progressive lens casting



SHAMIR TIMELINE 1988-2001:

DEVELOPING OUR COMPETITIVE EDGE

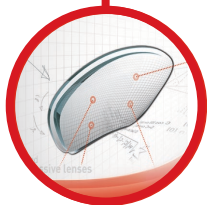


1988

First subsidiary is established, Shamir USA

Development and launch of first generation groundbreaking **Eye-Point Technology®**

1992



1999

Shamir Insight, Inc. is established as the US distribution center

Through its partnership with **Eyal Optical Industry**, Shamir becomes a manufacturer of advanced, **high quality plastic lenses**

2001



SHAMIR TIMELINE 2002-2011:

DEVELOPING OUR COMPETITIVE EDGE



2002

Shamir takes ownership of **Rx lab in Portugal** following partnership with Altra Optic GmbH

Shamir goes public with an IPO on the **NASDAQ** global market and the Tel Aviv Stock Exchange

2005



2010

Focusing on sales and marketing of **Rx products**, Shamir constantly expands its partnership with labs and distribution centers while focusing on providing professional services to optical shops worldwide



Shamir merges with Essilor, becomes a private company and Essilor becomes a 50% shareholder

2011



SHAMIR TIMELINE 2013-2015:

DEVELOPING OUR COMPETITIVE EDGE

Further advancing its Eye-Point Technology with innovative reverse engineering, **Shamir launches Eye-Point Technology® III**

2013



2014

Establishing InoTime™
A Revolutionary new service with advanced technology that guarantees high speed delivery and premium quality



Penetrating the Safety Eyewear market, providing complete eye protection solutions for work and sports environments

2015





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SHAMIR CUTTING EDGE TECHNOLOGIES

EYE-POINT TECHNOLOGY[®] III

By simulating the real world view for any given prescription, Shamir is able to redefine the viewing experience, ensure similar fields of view for both hyperopic and myopic wearers, and provide an improved viewing experience for all patients, regardless of prescription.



AS-WORN QUADRO™

Ensures that the patient's experience of the prescription once the lens is fit into the frame, is exactly the same as when originally measured by the optometrist, giving the patient the same viewing comfort and visual acuity.



NATURAL POSTURE™

A new ergonomic design concept that dynamically locates the near viewing zone within the progressive lens corridor, taking into account the positive or negative power of the prescription. This minimizes the need to tilt the head forward or back or raise and lower a book in an attempt to bring the text into focus.

INTELLICORRIDOR™

This technology controls the power profile along the eye's visual path through the progressive lens corridor and allows Shamir lens designers to give variable emphasis to the power for every given point on the lens.



PRESCRIPTOR™

THE IDEAL PERSONALIZED FREEFORM SOFTWARE

1



Based on the patient's prescription and frame data, Prescriptor calculates surface parameters, providing manufacturers with data for lab devices in order to produce a personalized lens.

2



Prescriptor optimizes the optics and thicknesses of the lens while considering the chosen design and the given raw material.

3



Integrates with optical Laboratory Management Software (LMS).

4



Built to meet each customer's current and future needs.

SPARK MI

REDEFINE THE **MEASURING EXPERIENCE**



Spark MI looks like an ordinary tabletop mirror, but it is actually a measurement tool. Your client looks in the mirror wearing their glasses, you simply click, and Spark MI captures the image.



And sunglasses pose no problem. Spark MI clearly sees the client's pupils even through dark lenses, making measuring as accurate and easy as with clear lenses.



Just the one picture is all that's needed for computerized measuring of all the required parameters, with precision accuracy.



You can say goodbye to gadgets, rulers, and customer discomfort. Measuring for new glasses is now quick, easy, comfortable and precise.



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SHAMIR'S RANGE OF LENSES



LIFE IMPROVEMENT
LENSES



PERFORMANCE
LENSES



OCCUPATIONAL
LENSES



FF BIFOCAL
LENSES



SINGLE VISION
LENSES

	LIFE IMPROVEMENT LENSES	PERFORMANCE LENSES	OCCUPATIONAL LENSES	FF BIFOCAL LENSES	SINGLE VISION LENSES
VERY BEST	Shamir Autograph III™	Shamir Attitude III™ Sport & Fashion			Shamir SV III As Worn™ Shamir Attitude III™ SV
BEST	Shamir Autograph InTouch™ As Worn				New Shamir Relax™
GOOD	Shamir Autograph InTouch™ Shamir Urban™ Shamir Spectrum+™	Shamir Golf™ Shamir Ski™ Shamir Run™	Shamir Computer & WorkSpace™ Shamir Smart Office™ Shamir Relax™	Shamir Duo™	Shamir Smart SV™
ENTREE	Shamir FirstPAL™				

LIFE IMPROVEMENT LENSES

VERY
BEST

Shamir Autograph III™

BEST

Shamir Autograph InTouch™ As Worn

GOOD

Shamir Autograph InTouch™
Shamir Spectrum+™
Shamir Urban™

ENTREE

Shamir FirstPAL™
Shamir New Relax™



PERFORMANCE LENSES

VERY
BEST

Shamir Attitude III™
Sport & Fashion

GOOD

Shamir Golf™
Shamir Ski™
Shamir Run™



OCCUPATIONAL LENSES

GOOD

Shamir Computer & WorkSpace™

Shamir Smart Office™




SHAMIR

FF BIFOCAL LENSES

GOOD

Shamir Duo™




SHAMIR

SINGLE VISION

VERY
BEST

Shamir SV III As Worn™

Shamir Attitude III™ SV



SPECIAL MATERIALS

Shamir Blue Zero™

Shamir Blue Zero lenses provide built-in protection from the potentially harmful effects of HEV (High Energy Visible) light, commonly known as blue light. Emanating from artificial light and digital screens that increasingly surround us, prolonged exposure to blue light increases risk of retinal disease, macular degeneration, and disrupts natural sleep cycles. Based on a unique polymer, Blue Zero absorbs blue light, while maintaining lens clarity and visual acuity. It is today's best way to protect visual health while reducing eyestrain.

Shamir DLC™ Trivex® material

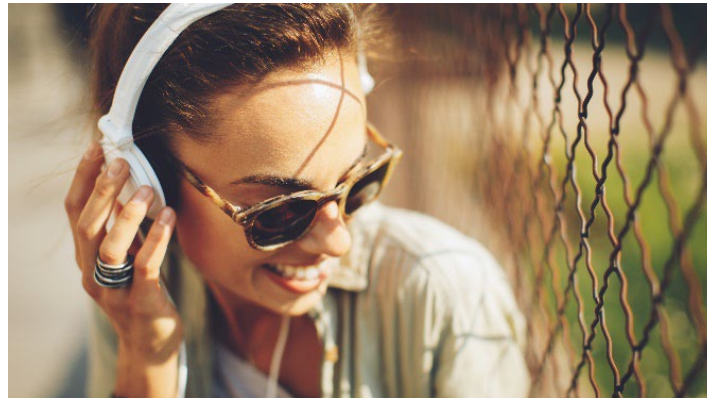
Eyewear that's ready for whatever life brings, the Shamir DLC lens offers three important features. It excels in Durability, with extreme impact resistance for rugged wear and tear. Made from Trivex®, a scientifically advanced material, it is exceedingly Lightweight to ensure all-day comfort. Finally, its lens Clarity is a mark of its optical quality that maximizes vision. In addition to combining protection, comfort and visual clarity, Shamir DLC also provides 100% UV protection.

Shamir Blue Sun™

Standard sunglasses only protect our eyes from UV rays. Shamir Blue Sun is a new sunglass lens that gives the eyes the extra protection they need.

The Blue Sun lens is made from a special material that absorbs blue light, giving it built-in protection.

Blue Sun reduces up to 50 times more blue light than standard sunglasses. At the same time it improves color perception and general visual performance by maintaining contrast sensitivity.



SPECIAL MATERIALS

Transitions®

Transitions adaptive lenses are variable tint lenses which activate when exposed to Ultra Violet radiation (UV rays). Transitions adaptive lenses benefit from an exclusive patented technology developed and constantly improved by Transitions Optical. When the UV light diminishes, Transitions adaptive lenses fade back to clear. Transitions lenses help reduce glare as they automatically adapt to outdoor light intensity, improving contrast and reducing eye fatigue.



Transitions Drivewear's three different stages have all been designed to maximize the eye's natural abilities under each of the different light conditions encountered both outside in direct light and behind the windshield of a car.



SPECIAL COATINGS

1



Shamir Glacier+™ UV IR

The leading lens coating now with IR protection

IR rays heat the inner tissues of the eye and can cause serious damage. Shamir Glacier+ UV IR is an innovative, multi-layered lens coating that significantly reduces the amount of IR light reaching the eyes – providing up to 3 times more protection from IR than any other standard lens.

- Comprehensive UV protection from incoming and reflected rays
- Minimizes glare for visual comfort
- Enhanced durability and scratch-resistance
- Anti-static, hydro- and oleo-phobic, keeping lenses clean
- Maintains visual clarity and ocular health

SPECIAL COATINGS

2



SHAMIR GLACIER PLUS™ UV

The optimal lens coating that won't wear off or scratch.

Now with:

- UV protection
- Improved anti-reflection
- Super hydrophobic
- Enhanced anti-static
- Durable

3



Shamir Glacier™ Anti-Fog

Keep your lenses clear

This unique lens coating is designed to prevent the rear surface of lenses from fogging up and blocking vision, which can be not only annoying, but even dangerous. Fogging happens when humidity coming off the body gets trapped behind the lenses, and the lens temperature is lower than that of the trapped humid air.

Vital advantage especially during...

- Sports, both indoors and outdoors
- Work that involves strenuous activity
- Professions where safety glasses are required

SPECIAL COATINGS

4



SHAMIR GLACIER BLUE SHIELD™ UV

Enlightened eye protection

Minimizes the proportion of HEV light reaching the retina

- Provides effective protection, preserving visual health
- Offers a clear lens for comfortable vision in any environment
- Reduces eye strain
- Improved anti-reflective properties of rear lens surface for comprehensive UV protection
- Suitable for any wearer: children, adults, ametropes or emmetropes

5



SHAMIR GLACIER SUN™ UV

Achromatic coating specially designed for sunwear

- Maintains color, does not change lens tint, and protects color from fading
- Extra UV protection absorbs dangerous reflected radiation, minimizes glare
- Scratch resistant protects against damage in day-to-day use
- Easy to clean: Water, stain, grease and fingerprint resistant, and anti-static dust repellent

SPECIAL COATINGS

6



SHAMIR GLACIER™ ACHROMATIC UV **Just to be crystal clear**

Offers all the benefits of SHAMIR GLACIER PLUS UV with an important addition - totally clear lens with no residual color. The result is an enhanced lens with a crystal clear, natural look.



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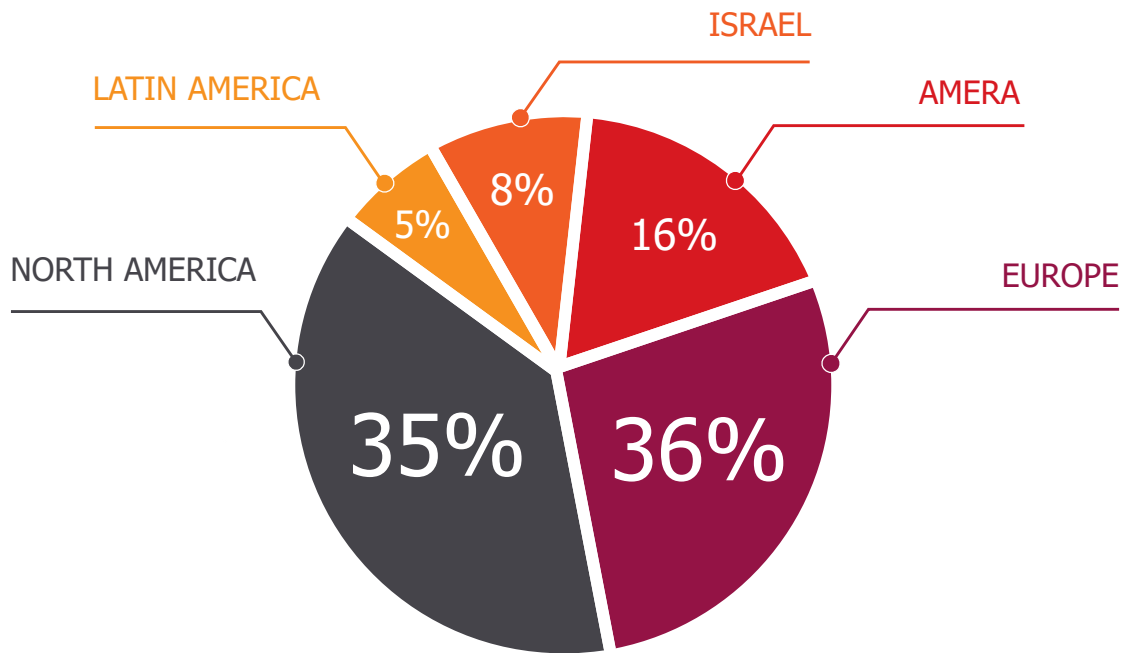
Products



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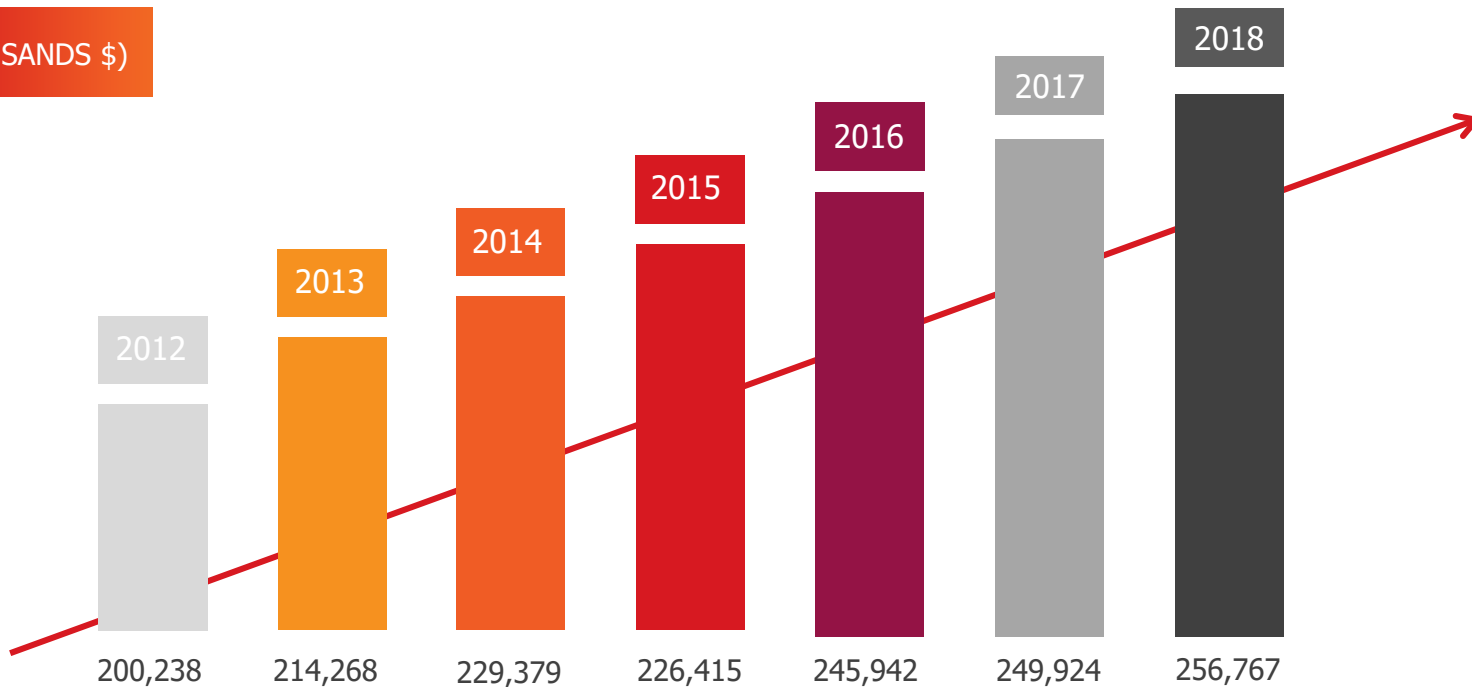
SALES BY REGION 2018



TOTAL SALES:
257
MILLION

SHAMIR SALES

2012-2018 (THOUSANDS \$)



CAGR: 4.2%

Shamir Optical Industry Ltd.

A LEADING
INNOVATIVE
BRAND, SERVING
AND SUPPLYING
ECPs WORLDWIDE



Thank You!

www.shamir.com