

VALUE CREATION MODEL

INPUT CAPITALS

Well educated and happy opticians, hearingcare professionals and top salesmen, office and warehouse personnel

- >4000 unique (in)direct specialized employees
- Comprehensive education and training program

Omnichannel access to products and services

- >725 stores in 5 European countries with classified equipment
- Own e-commerce platform with 6 online stores and external e-commerce partners
- 186 hearing solutions sales outlets
- Innovative and renowned systems (Focus, Salesforce, Timify, SAP, Quinix, 4Me and Speakap)

All critical processes internal

Retail/optical chains

- Own brands
- Smart and efficient processes
- service centers & warehouse

International cooperation with world class business partners

- (Brand) suppliers
- Training institutes
- Industry and consumer organizations
- Collaboration partners (like Team DSM)

Natural resources to run business operations

- Gas, water, electricity for operations
- Fuel for transport

Stable financial basis

- Financed by well-funded owner

BUSINESS MODEL

Ambition:

A future in view of good eyesight and hearing for all.

Mission:

Make good eyecare and hearingcare affordable and easily accessible for everyone.

Vision

To further expand the retail platform and to become the market leader in the value-for-money optics segment in the European markets, by striving for responsible entrepreneurship and sustainable growth with well educated and happy employees.



Core activities

- Eyecare and hearingcare advice
- Omnichannel sales of spectacles, contact lenses and hearing solutions
- Assembly of eyewear



Strategy - our growth drivers:

- Omnichannel/digital frontrunner
- Synergy: buying, combined services and operations, best practice sharing, quality, innovation, other efficiencies

Brand essence (nexeye's values)

SIMPLICITY, INNOVATION, COMPETENCE, RESPONSIBILITY

OUTPUT



Ensuring good eyecare and hearingcare is affordable and easily accessible for everyone, through:

- Quality of products & services
- Accessibility of care
- Affordability of products and services
- Social initiatives



Excellent and energized workforce

- Staff-, expertise and knowledge
- Diverse and inclusive workforce
- Healthy and safe workplace



Responsible partner in value chain

- Improving and monitoring ESG in the supply chain



Making operations more sustainable

- Reducing waste in shops, warehouse and offices
- Reducing CO₂ emissions in shops, offices, warehouse, logistics and transport

EFFECTS (VALUE)

Consumers with improved vision and hearing through our products and services.

Engagement and employability

Employees possess craftsmanship and experience long term employment and self-fulfillment

Long term supplier relations

To guarantee stable purchase of products and suppliers' business continuity

Professional cooperation with partners,

focused on innovation in order to elevate standards in eyecare and hearingcare.

IMPACT

Contribute with accessible eyecare and hearingcare to **more equal opportunities** to participate fully in society.



Accessible eye care increases the **quality impact** of education.



Achieve **productive employment** and decent work for all employees and **fair and equal pay** for work of equal value.



Limiting our **environmental and ecological footprint** of our operations and value chain.

