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Maximize Your Practice: Become an Essilor Elite

New nation-wide partner program set to increase independent eyecare professionals' business acumen, product expertise and professional network

Montreal, QC, September 2, 2019 –Essilor Canada has created a holistic partnership program, Essilor Elite, to give independent eyecare professionals an edge in today's marketplace. Using a series of innovative marketing, advertising, and digital tools, in addition to regional events and on-going training and development, Essilor is helping ECPs strengthen their business and build profits.

"Essilor Canada recognises the need to excel in our support for the independent customer. Despite independent ECPs conducting over 60% of eye exams, only 42% of eyeglass wearers¹ report purchasing their eyeglasses from independents. This is a major independent business need that this partnership program is designed to address," explained Matt Pope, Director of Marketing.

Essilor Canada has developed Essilor Elite to be a best-in-class support partnership for long-term sustainable growth, rather than a short-term promotional program. It is designed to complement services available through existing professional networks and alliances.

"We're excited to take our independent ECP professional support to a new level. This will deliver on key needs we hear from our business partners and give our teams the opportunity to deliver better long-term results for our customers. Essilor Elite welcomes Canadian independents who wish to partner with Essilor Canada to build their business, attract and retain more patients, improve in-office results and develop their professional network," said Pierre Bourre, Vice President of Sales.

Participants will gain 1) exclusive advertising benefits designed to drive new patients to their practices, 2) exclusive regional events beginning in November, 2019, for networking and training supporting better in-office results, and 3) increased hands-on consulting with business assessments designed to help practice owners and managers more effectively manage their businesses.

For more information, contact your Essilor Business Consultant or email essilorelite@essilor.ca.

About Essilor Group Canada, Inc.

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to their best possible vision. This is why our mission of *improving lives by improving sight* drives everything we do. Essilor Canada designs, manufactures and markets a wide range of lens, distributed through eyecare professionals, to correct and protect vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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