



For More Information:

Layna L. Mendlinger
info@vtivision.com
678-570-4200

Visioneering Technologies, Inc. Adds ABB Optical Group Canada, Inc. as Authorized Distribution Partner for NaturalVue® Multifocal Contact Lenses in Canada

Atlanta, GA – August 4th, 2021 – Visioneering Technologies, Inc., (VTI) has added ABB Optical Group Canada, Inc. (ABB Canada), a premier provider of optical products, services and business solutions to the eye care industry, as the company's newest authorized distributor business partner in Canada for the NaturalVue® (etafilcon A) Multifocal 1 Day contact lenses.

The revolutionary NaturalVue Multifocal contact lenses redefine vision—pediatric myopia, accommodative issues in young adults, and the critical vision needs of presbyopes.

"ABB Optical Group is one of the best-known distributors in United States and now they have operations and a distribution center set up in Canada," said Tony Sommer, Senior Vice President of Sales and Marketing for VTI. "Our collaboration with ABB Canada provides a comprehensive array of products and leading-edge technology that can help our customers manage their business. Now that NaturalVue Multifocal contact lenses are available through ABB Canada, our customers can conveniently order them in Canada."

Once the certification to fit is completed, all new orders for NaturalVue Multifocal 1 Day contact lenses may be placed directly through ABB Optical Group Canada.

ABB Optical Group is one of the largest distributors of optical products in the United States, supplying nearly two-thirds of eye care professionals across the country. ABB Canada offers the largest consolidated inventory of soft contact lenses as well as innovative business solutions and independent consultative services designed to improve efficiencies, reduce operating costs and advance patient care.

"We are thrilled to collaborate with VTI to provide Canadian eye care professionals access to the VTI NaturalVue Multifocal contact lenses," said Marc Tersigni, Country Manager of ABB Optical Group Canada. "Their innovative technologies have been well received by practitioners and fit perfectly with our suite of offerings. Our goal is to be an optical platform providing products, services and solutions that drive growth and profitability for eye care professionals. By partnering with VTI, we offer our customers another way to differentiate their practices or stores and better serve their patients' vision needs."

For inquiries about VTI products, please call 844-884-5367, ext. 104 or visit the website www.vtivision.com.

For information about ABB Canada, email info-ca@abboptical.ca. To open an account with ABB, please visit www.abboptical.ca.

MKT-NVM-PR5-EN

#

About Visioneering Technologies, Inc.

Visioneering Technologies Inc. (ASX: VTI) is a health care company making innovative vision care products available to patients and eye care professionals. Since its founding in 2008, Visioneering has brought together clinical, marketing, engineering, manufacturing, and regulatory leaders from the healthcare industry to provide new solutions for adults and children in need of vision correction.

Headquartered in the United States, Visioneering designs manufactures, sells, and distributes contact lenses around the world. Its flagship product, NaturalVue® Multifocal contact lenses, is prescribed in the large addressable markets of nearsighted children and over-45 adults, and VTI is expanding its portfolio of technologies to address a range of other vision care needs. Since its IPO in 2017, the company has grown operations across the US and recently launched its products in Australia, New Zealand, Singapore, Hong Kong, Canada, and Europe.

About ABB Optical Group Canada, Inc.

ABB Optical Group Canada is a premier provider of optical products, services and business solutions to the eye care industry. ABB Canada operates through two business pillars: ABB Contact Lens and ABB Business Solutions. ABB Canada brings high quality single-source contact lens distribution services to eye care professionals and provides access to a large, consolidated portfolio of soft contact lenses in Canada. In addition, a suite of business solutions allows ABB Canada to serve as an independent business advisor for ECPs, creating value for them by helping grow their business and assisting them to effectively navigate market changes. ABB Canada has a contact lens distribution center in Delta, British Columbia.

For media inquiries, contact Cristina Pasquino, Communications Manager at cpasquino@abboptical.com.

