



PRESS RELEASE

FOR IMMEDIATE RELEASE

FYihealth group Announces Trevor Bartlett as New Chief Operating Officer

CALGARY, AB, December 11, 2023 – FYihealth group adds a new face to its senior leadership team: Trevor Bartlett. Joining as Chief Operating Officer, Bartlett's extensive background includes experience in large, fast-growing companies such as Sobeys, Rexall, and Giant Tiger. Bartlett will be overseeing FYihealth group's Operations, Retail Optical, Product, Supply Chain, and Marketing.

"The team is excited to have Trevor join us," expresses Dr. Alan Ulsifer, CEO and Chair of FYihealth group, "Trevor understands how important our culture is and has been a highly respected and admired leader throughout his career. He exemplifies our organization's values and operates as a team player and coach. His retail experience will help bring us a new perspective as we continue to expand our market share in Canada and provide essential eye health services to Canadians."

Bartlett will bring a new "lens" to the FYihealth group business along with his passion for consumers, patients and developing talent. He shared "I look forward to bringing my retail experiences from food, pharmacy, and general merchandise to the FYihealth group. I have a passion for connecting retail products and services to consumers, ultimately creating a tailored solution unique to them."

FYihealth group was named one of Canada's Top Growing Companies in 2022 and 2023 by Globe and Mail's Report on Business. The addition of Bartlett is part of the organization's strategy to continue its growth in 2024, with plans to continue its expansion to provide eye care access to more Canadians.

ABOUT FYihealth group

FYihealth group is Canada's leading diversified healthcare organization comprised of FYidoctors, Visique, BonLook, Grimard, Factory Optical and Optiks International. Doctor-led, professionally managed, and patient-focused, the organization concentrates on delivering outstanding eye care with patient-centric products and services. FYihealth group is recognized as one of Canada's Best Managed Companies for four consecutive years, was featured on the Globe and Mail's Report on Business ranking of Canada's Top Growing Companies for two consecutive years, as well as a certified Great Place to Work® in Canada and the USA. Operating over 370 locations across the country, the organization is rooted in a mission to enhance life. FYihealth group supports a wide array of philanthropic causes and initiatives including giving back to young optometrists through funding and partnerships with the University of Waterloo School of Optometry and Vision Science

and the École d'optométrie de l'Université de Montréal. For more information, please visit www.fyihealthgroup.com

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