

## Locally Owned and Run: Specsavers' Coast-to-Coast Expansion Reaches Nova Scotia in 2025

*Opening the door to business ownership for Canadian optometrists and opticians nationwide*

**Halifax, Nova Scotia (July 8, 2025)** – Following successful participation at the Canadian Association of Optometry Congress in Halifax last week, Specsavers, a leading eyecare and eyewear provider committed to accessible, high-quality vision care, announced its entry into Nova Scotia, marking a major step in cementing its **coast-to-coast presence** across Canada. This marks the next chapter in Specsavers' rapid expansion, following the successful launch of 158 locations across British Columbia, Alberta, Manitoba, and Ontario.

Specsavers locations in Canada are locally owned by an Optometry Partner and a Retail Partner, who is either a licensed optician or experienced optical retail leader. This model empowers eye health professionals to have ownership and operate their own business in the communities they serve, with **Specsavers investing over half a million dollars in start-up costs** for each location.

"Specsavers is rapidly scaling across Canada with a bold mission: to change lives through better sight by creating lasting opportunities for independent optometrists and experienced optical retailers/opticians to take ownership and lead a thriving business. We look forward to extending these opportunities to the Nova Scotia market starting in the fall of 2025" said Bill Moir, Managing Director, Specsavers Canada.

Launching 158 stores in less than four years makes Specsavers one of the **fastest expansions in Canadian healthcare retail history** and the **fastest growing network of eyecare professionals in the country**. With a team of over 300 independent optometrists and 450 licensed opticians, each Specsavers location now serves an average of more than 100 Canadians every week and has set a target of caring for one million Canadians with quality eyecare and eyewear in 2025.

Specsavers' unique **partnership model is backed by a full suite of support** in marketing, administration, supply chain, HR, and clinical excellence. Its award-winning workplace culture has earned Specsavers Great Place to Work® certification in Canada and a ranking as the 11th best place to work nationwide, a testament to its commitment to team wellbeing, professional development, and inclusive leadership.

The independent optometry clinics within each Specsavers location are wholly owned and operated by the local Optometry Partner, supported by cutting-edge diagnostic technology, including OCT, and a national clinical support team that champions patient-first care.

"From day one, we equip Canadian optometrists with the tools to lead, grow, and deliver top-tier clinical care in their own practice," said Naomi Barber, Clinical Services Director, Specsavers Canada. "It's a model designed by optometrists, for optometrists."

As Specsavers continues to gain momentum across Canada, demand from professionals in provinces beyond its current markets has grown steadily.

"This is more than growth, it's a movement to advance eyecare in Canada," said Moir. "Canadian optometrists and opticians are stepping into ownership with purpose, backed by real investment and

unwavering support. This model is uniting a national network of healthcare leaders who believe quality eyecare should be accessible to everyone within their local communities and beyond”.

To learn more, visit [specsaverspartnership.ca](https://specsaverspartnership.ca)

### **About Specsavers**

Specsavers is an optometrist-owned business that entered the Canadian market in late 2021. Since then, over 150 locations have opened across the country, in B.C., Alberta, Ontario, and Manitoba. As part of Specsavers’ commitment to accessible eyecare, Specsavers equips every location with optical coherence tomography (OCT) technology, which helps optometrists to detect sight-threatening conditions, such as age-related macular degeneration, glaucoma and diabetic eye disease, in their earliest stages.

Founded in the UK over 40 years ago by optometrist husband-and-wife team, Doug and Mary Perkins, there are now more than 2,700 Specsavers healthcare businesses globally, serving over 44 million patients and customers. Specsavers is driven by its purpose of "changing lives through better sight" and aims to transform the way Canadians experience eyecare by offering exceptional service, advanced clinical equipment and affordable and quality eyewear.