



Dr. Francis Jean

President and CEO
IRIS the Visual Group
Majority Share Owner

Global Leadership Summit





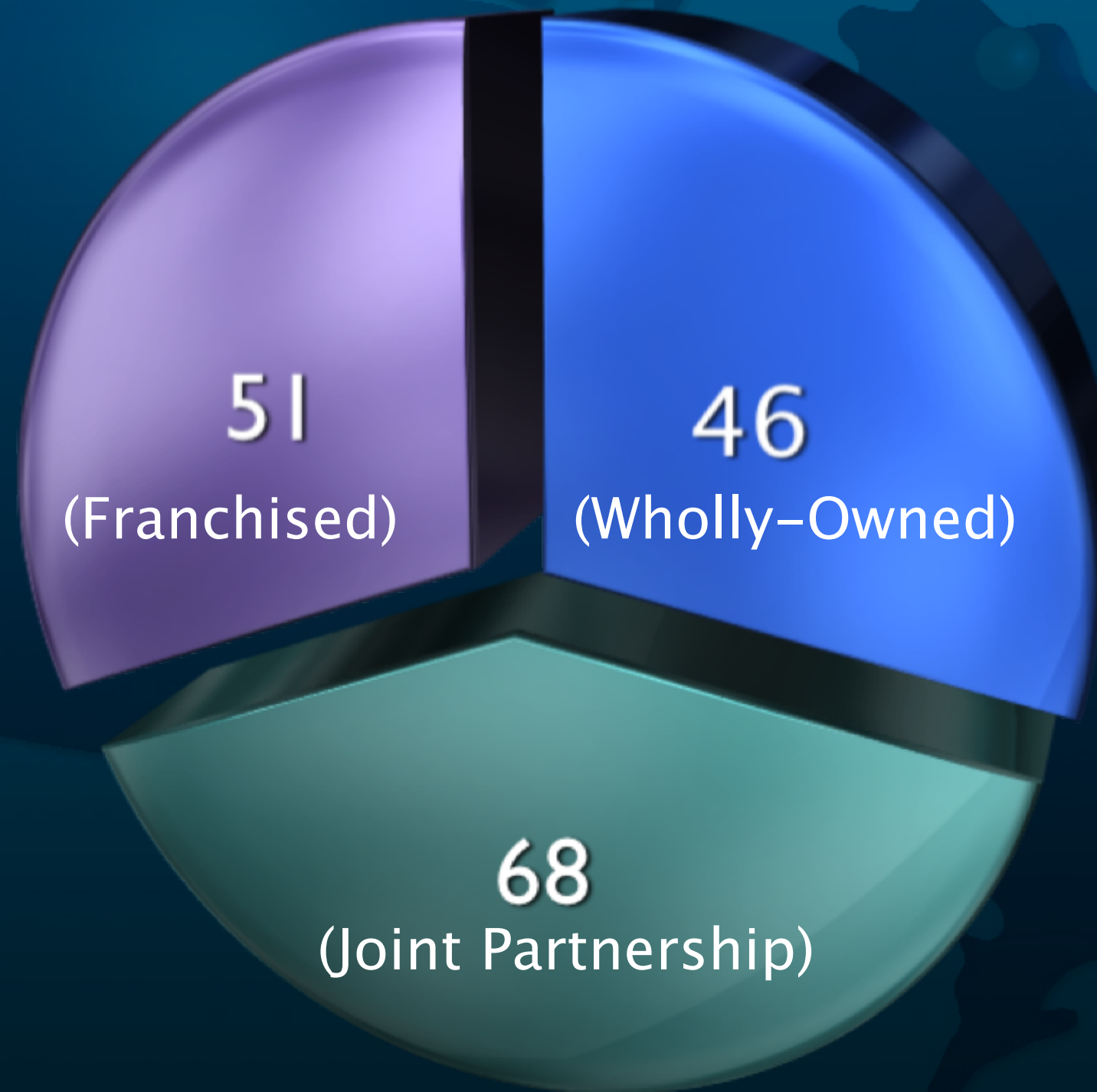
280 Optometrists / 5 Ophthalmologists

920 Opticians and Associates

2 Laser Refractive and IOL Centers

165 Locations

165 Locations in Canada



Annual Sales \$132 Million

System Wide EBITDA \$15.2 Million

Average Eyewear Retail Price \$700



IRIS is the largest Canadian network
of eyecare professionals practicing
under the same brand



Our Mission

is to provide our customers with the highest
quality products and professional services in
the world of eyecare

Our Values

Passion • Honesty • Respect



Our Purpose

Help Canadians See Better

Our Attribute

Experience Better Vision

Our Business Model

We provide our products and professional services according to the **NEEDS** of our patients

Our offer maximizes the **PERCEIVED VALUE** of our products and services

Our decisions are based on our **VALUES** and are in line with our **MISSION STATEMENT**

“You’ve got to start with the customer experience and work back toward the technology – not the other way around”

Steve Jobs

**We as industry leaders do not want technology
to dictate our business model**

**We want to use technology as a tool, to support
our business model**

As an industry we have done a poor job
educating our patients

The end result, our products and services are
often perceived as a commodity

We have to take ownership of our industry

We, as professionals, need to do a much better job at presenting our value proposition

We have to maximize the perceived value of
our products and services, while maintaining
the respect of our patients

It is up to us to better educate our
patients to invest in their vision

Customers want to be educated and will invest
the time to gather information

Education

Transparency ensures accountability

The screenshot displays the IRIS website with a clean, professional layout. The header includes the IRIS logo, a search bar for locations, and a contact number. The main navigation menu lists various services like Locations, Eyecare, and Products. A large banner features images of eyeglasses and promotes online frame collections. Below this, a row of service categories is shown. The central content area is divided into three columns: 'Book an Eye Exam' with a live chat option, 'Ask an IRIS Doctor' with a panel of optometrists, and 'Publicity' with a link to view ads. The footer contains social media links, a newsletter sign-up, and a list of recent posts and tweets. The overall design is user-friendly and informative.

IRIS EXPERIENCE BETTER VISION

Search IRIS.ca Français

FIND AN IRIS LOCATION

Search City, Province or Postal Code Find

Contact us 1.800.474.7429

Locations Eyecare Products Eye Surgery Customer Care About Us Blog Promotions

NEW to iris.ca
Frame Collections online!
VIEW NOW!

Frame Collection Vitamins & Supplements \$100 Cash Back Contact Lenses

IRIS provides eyecare services including eyewear, eye exams and vision correction surgery.

Book an Eye Exam
1.800.474.7429
24 hours a day, 7 days a week
IRIS LiveChat
9am to 8pm EST / 6am to 5pm PST
BOOK NOW

Ask an IRIS Doctor
A panel of IRIS Optometrists is ready to answer your questions eye exams, eye health, kids eyes and more.
ASK YOUR QUESTION

Publicity
Like our television ads and want to see more? Visit our publicity page to view present and past IRIS campaigns.
VIEW NOW

Get Social: Follow, Connect, Friend

IRIS online Contact Lens Store

Sign up for the IRIS Newsletter: Receive updates, special promotions, contests and more!

Find Us
IRIS Locator
iPhone App
Contact Us

Learn more
Ask an IRIS Doctor
No Matter What Guarantee
FAQS

Recent Posts
IRIS honored at the Mallon d'Or Gala!
Welcome to the IRIS Blog
IRIS Mundial project in Haiti: a great success!
Eye Foods: A Food Plan for Healthy Eyes
Dangers and Effects of UV Radiation

Recent Tweets
"Joël Legendre vit maintenant l'expérience d'une meilleure vision. Visionnez son Profil IRIS! #vision #lunettes http://t.co/AM12Rw1bC"
"3 ways to keep your #retinas healthy: 1-Wear quality #sunglasses 2-No-Smoking! 3-Healthy balanced #diet. #eyehealth"
"What is dry eye? #eyehealth #vision http://t.co/KS171qmRVu"

Accord D'Optique
IRIS Easy Payment Plan

Collect AIR MILES® reward miles at IRIS!

Site Map | Privacy Policy

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Connection

Informed customers expect a seamless, consistent experience across all channels



IRIS on Facebook

Check out all the latest eyecare discussions and details of current promotions available in store.

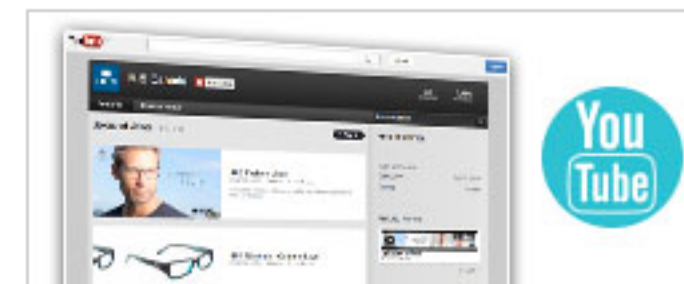
[Like us on Facebook](#)



IRIS on Twitter

Follow us on Twitter to get breaking news and updates about everything relevant to eye care and visual health:

[Follow IRIS on Twitter](#)



IRIS on YouTube

View all of our media ranging from television ads, doctor interviews, IRIS events and so much more!

[Visit the IRIS Youtube channel](#)



IRIS on LinkedIn

Connect with us on the professional front with our senior management.

[Connect with IRIS](#)

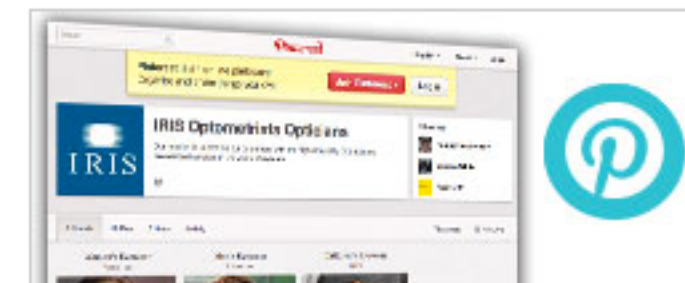


Blog

IRIS Blog

Get updated on the latest fashion trends and eyecare advancements!

[Visit the IRIS Blog](#)



Pinterest

Follow us on Pinterest and view our complete selection of models wearing the latest styles in eyewear fashion.

[See IRIS on Pinterest](#)

Branding



IRIS on YouTube

View all of our media ranging from television ads, doctor interviews, IRIS events and so much more!

[Visit the IRIS Youtube channel](#)

A strong brand enhances
omni-channel effectiveness

Omni-channel retailing will
strengthen your brand

Synergy

AIR MILES loyalty program

IRIS CRM software

Our main challenge, at IRIS, is to
educate our own people fast enough to
deliver a consistent message

Harmonization

IRIS Experience Better Vision Guide

Harmonized Guidelines

Harmonized Pricing

Centralized Purchasing

“Technology is just a tool. In terms of getting the kids working together and motivating them, the teacher is the most important”

Bill Gates

Leaders must resist the urge to change their
business model to chase technology

Let's look at ourselves as teachers working
together to help our patient's Experience
Better Vision



Thank You