

OMNI-CHANNEL OPTICAL

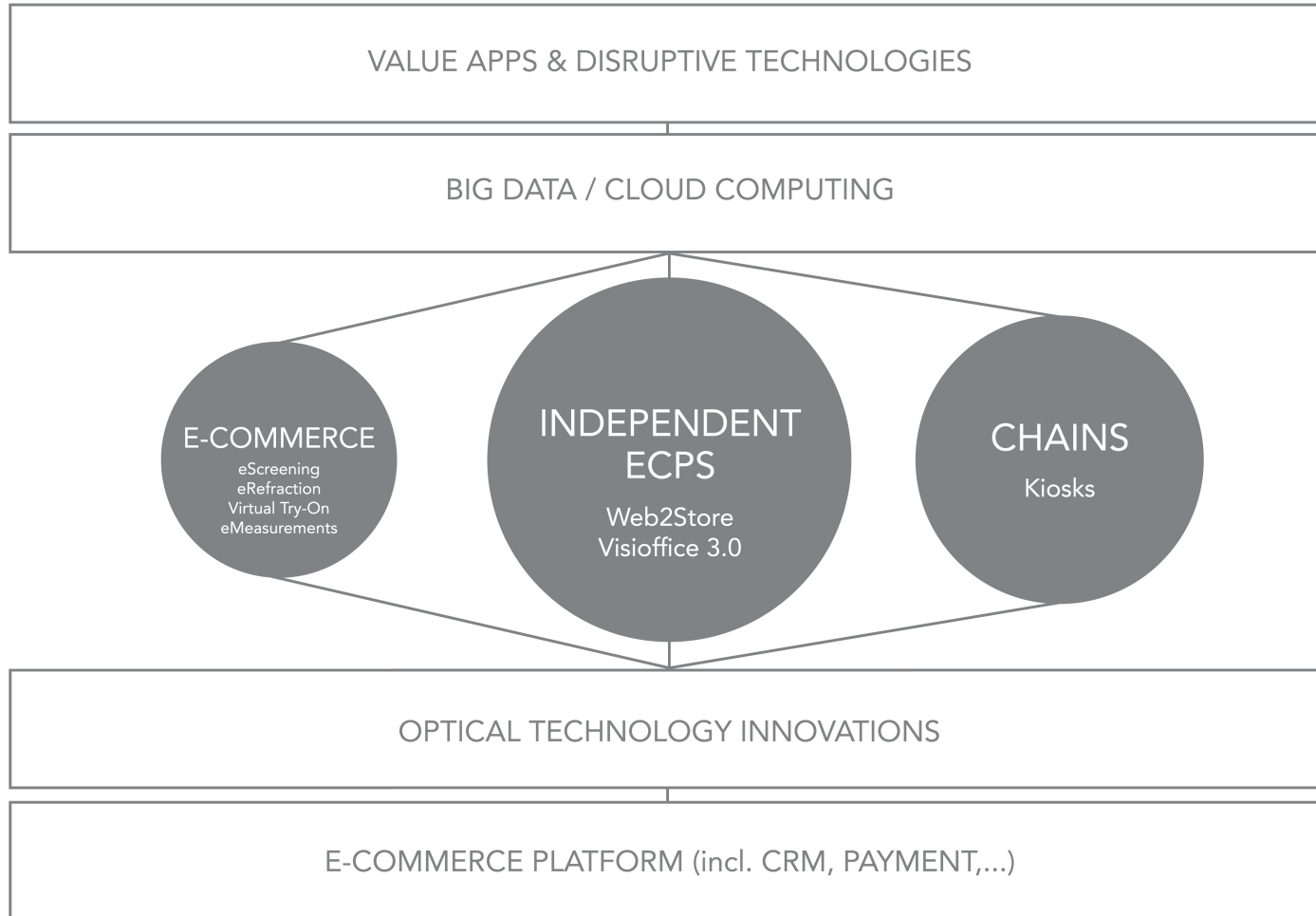


Roy Hessel

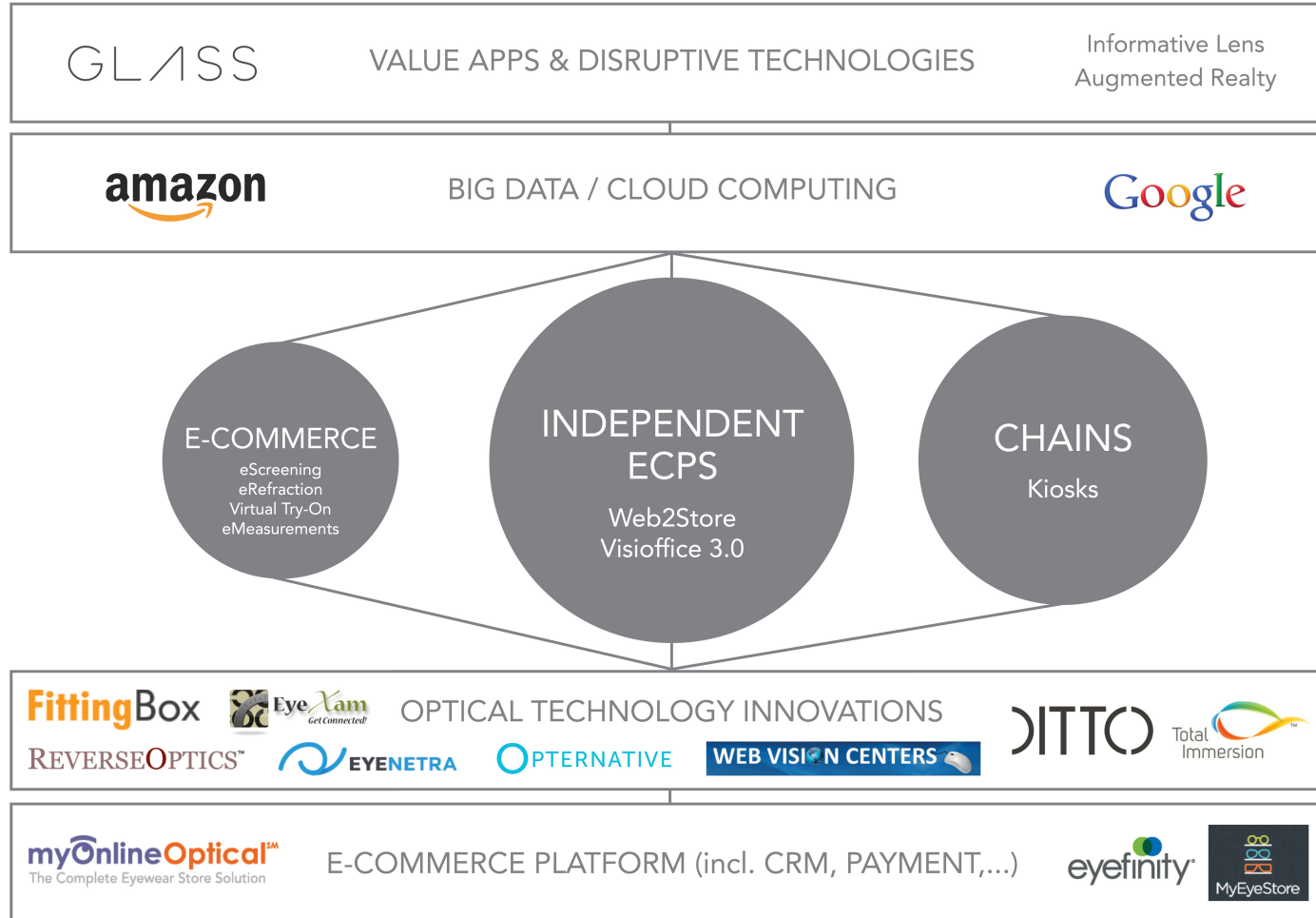
03-21-2014



OPTICAL RETAIL ECOSYSTEM



OPTICAL RETAIL ECOSYSTEM



MEET THE NEW OECP (OMNI-ECP)



MEET THE NEW OECP (OMNI-ECP)



LOW COST
TO SERVE

MEET THE NEW OECP (OMNI-ECP)

GREATER
CUSTOMER
ENGAGEMENT

LOW COST
TO SERVE



MEET THE NEW OECp (OMNI-ECP)

GREATER
CUSTOMER
ENGAGEMENT

LOW COST
TO SERVE

HIGHER
RETENTION

BETTER
QUALITY
OF LIFE



MEET THE NEW OECP (OMNI-ECP)

GREATER
CUSTOMER
ENGAGEMENT

LOW COST
TO SERVE

HIGHER
RETENTION

BETTER
QUALITY
OF LIFE

GROW THE
MARKET



THANK YOU