



Carl Zeiss Vision Inc.

1050 Worldwide Boulevard
Hebron, KY 41048

Phone: 859-689-1243

RE: ZEISS Joins VSP Global Premier Program as a Lens Partner

Dear Valued Eye Care Professional,

VSP Global® recently announced some exciting enhancements to its VSP Global Premier Program to expand choice, flexibility, and value for participating VSP® network doctors. We are happy to inform you that **purchases of eligible Carl Zeiss Vision lenses and enhancements** dispensed to VSP patients will count toward practices' Premier Program lens threshold.

As a foundation-owned company celebrating our 175th anniversary this year, we are proud of our long-standing record of supporting a competitive, innovative, and independent optical industry. With ZEISS solutions now counting towards Premier Program thresholds, and the added value of **up to \$12 per pair in ZEISS Savings** from VSP for doctors at the Platinum level, independent optical practices now have more options and greater flexibility to join, participate and grow within the Premier Program.

The changes announced provide the following benefits to you:

- ✓ **More flexibility and choice.** Eligible ZEISS and synchrony lenses, coatings and enhancements will count towards Premier Program lens targets and Premier Savings on an equal basis with other eligible lens products.
- ✓ **More savings.** Platinum-level practices dispensing eligible ZEISS products to VSP patients can get up to \$12 per pair in ZEISS Savings from VSP. Qualifying practices can earn up to **almost \$60 per pair** when combined with ZEISS' proprietary lab and doctor alliance rebate programs.
- ✓ **More opportunity.** The Premier Program offers products, tools, and services that create opportunities for doctors to differentiate and compete, while connecting consumers with the eye care and eyewear they need.

In addition to becoming a lens partner with the Premier Program, there are many other reasons to choose ZEISS:

- ✓ **ZEISS is synonymous with premium quality.** Recognized and respected around the world, the ZEISS brand represents a commitment to precision, research and innovation.
- ✓ **ZEISS has been independent for 175 years.** We understand how important an independent and competitive optical industry is to you. Our main goal is to make you more successful and to grow together with you.
- ✓ **ZEISS is a foundation-owned company.** All our profits are reinvested into the business and go towards the advancement of optical science, research, education and social causes.
- ✓ **Sunglass-level UV protection in all ZEISS clear lenses.** Since we believe strongly in the health and protection of your patients' eyes, all ZEISS clear lenses include full UV protection. Our lens portfolio offers significantly higher UV radiation protection than the industry standard requires.
- ✓ **ZEISS is more than just a lens company.** From ZEISS microscopes in medical research to ZEISS camera lenses used in Hollywood movies, and from ZEISS lithography technology used to produce semiconductors to ZEISS sports optics that help us see our world.

There has never been a better time to leverage the power of the ZEISS brand in your business. Contact your local ZEISS Business Development Representative to see how ZEISS can help you offer the most advanced lens solutions for your patients and grow the profitability of your practice.

Sincerely,

Jens Boy
President, ZEISS Vision Care North America