

1st Research Correlating COVID-19 and Vision

MARKET RESEARCH

THE EFFECTS OF COVID-19 ON VISION HABITS

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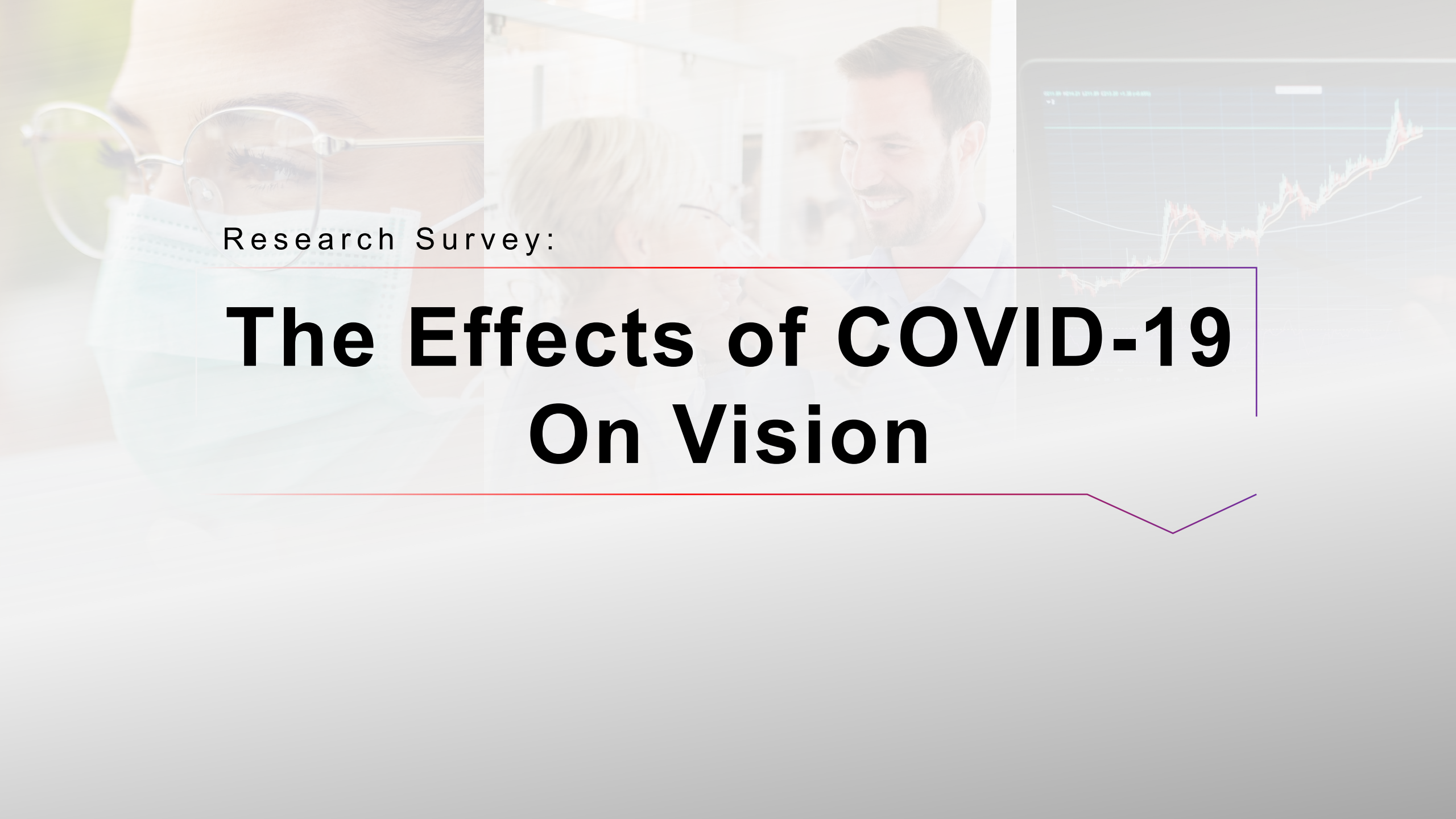
SHAMIR

Dr. Ben-Moshe



Dr. Ben-Moshe is an experienced entrepreneur who enhances customer satisfaction via innovative problem solving and effective communication in the optical field. As a nationally sought-after consultant, he has advised many leading optical companies in research and development to better understand eye care professionals and consumers.





Research Survey:

The Effects of COVID-19 On Vision

1st Big Data Survey

Cross-Referencing COVID-19 with Vision Behavior

- **Scope:**
 - Sample size of **950+** consumers
 - Ages 20+
 - Parents provide data on children visual behavior
 - **5 million** Rx jobs analyzed
- **Learnings:**
 - How COVID-19 impacted consumers:
 - Physically and emotionally
 - Working Remotely
 - Indoor/Outdoor Activities and Exercise
 - Telehealth vs. Office Visit

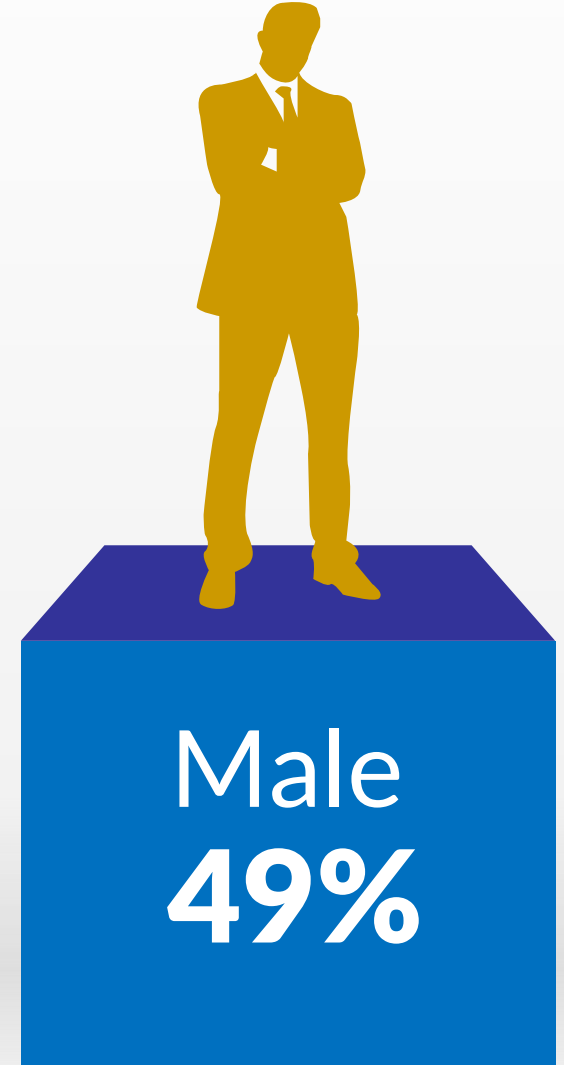
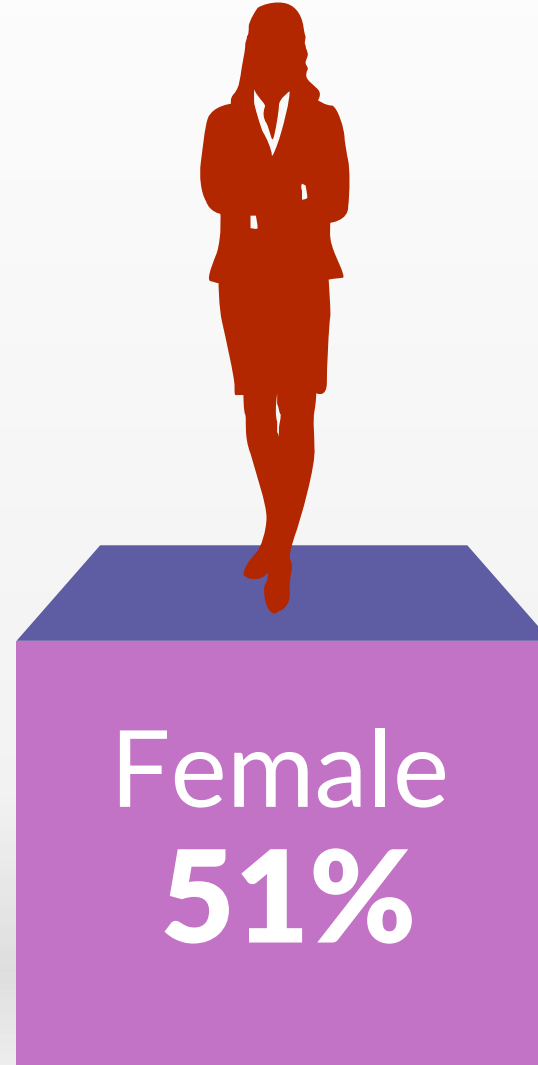
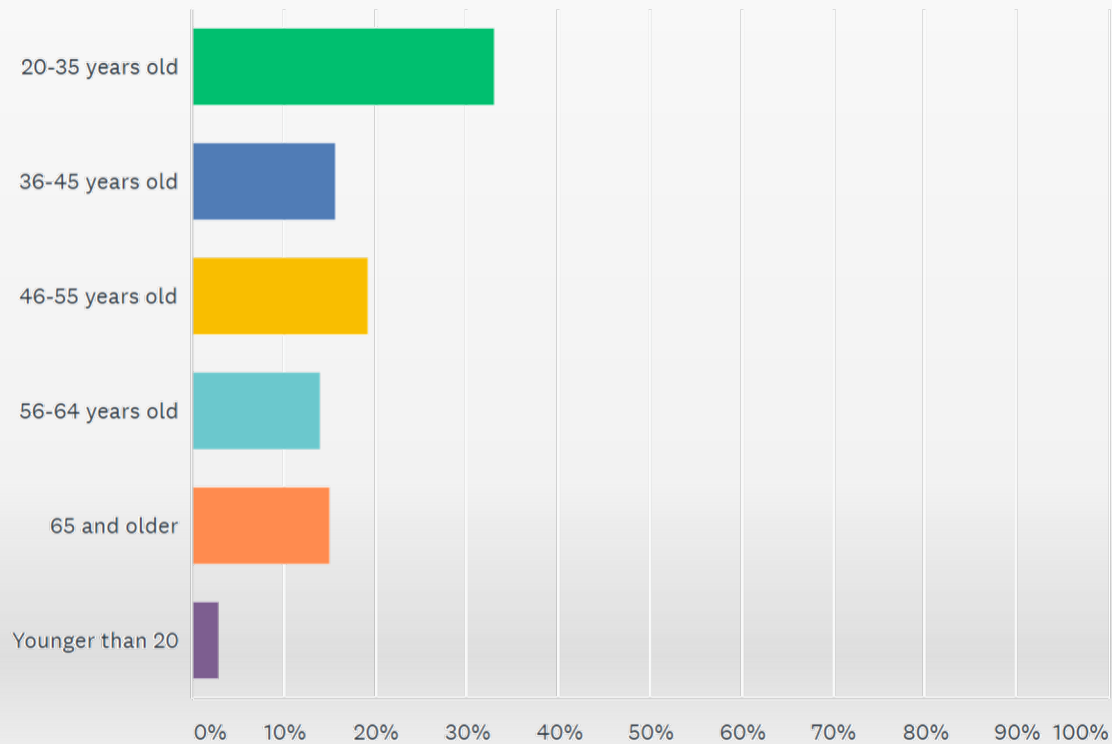
Consumer Baseline

General Information

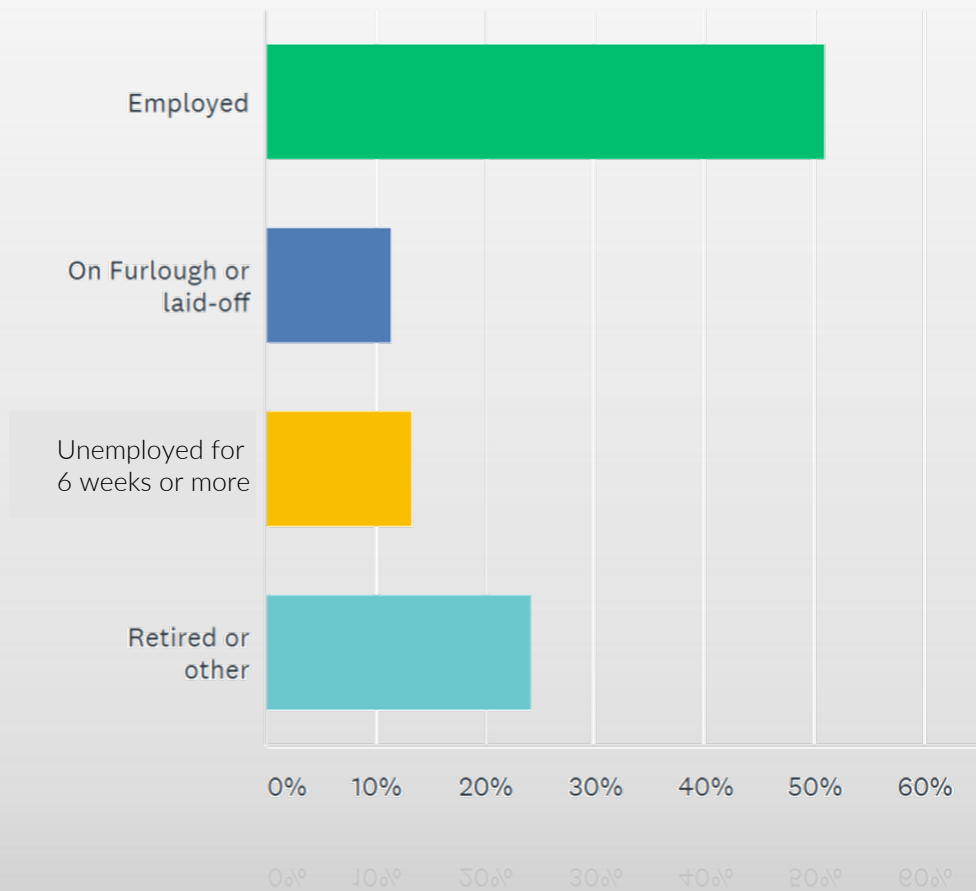


Demographics

Age and Gender Breakdown



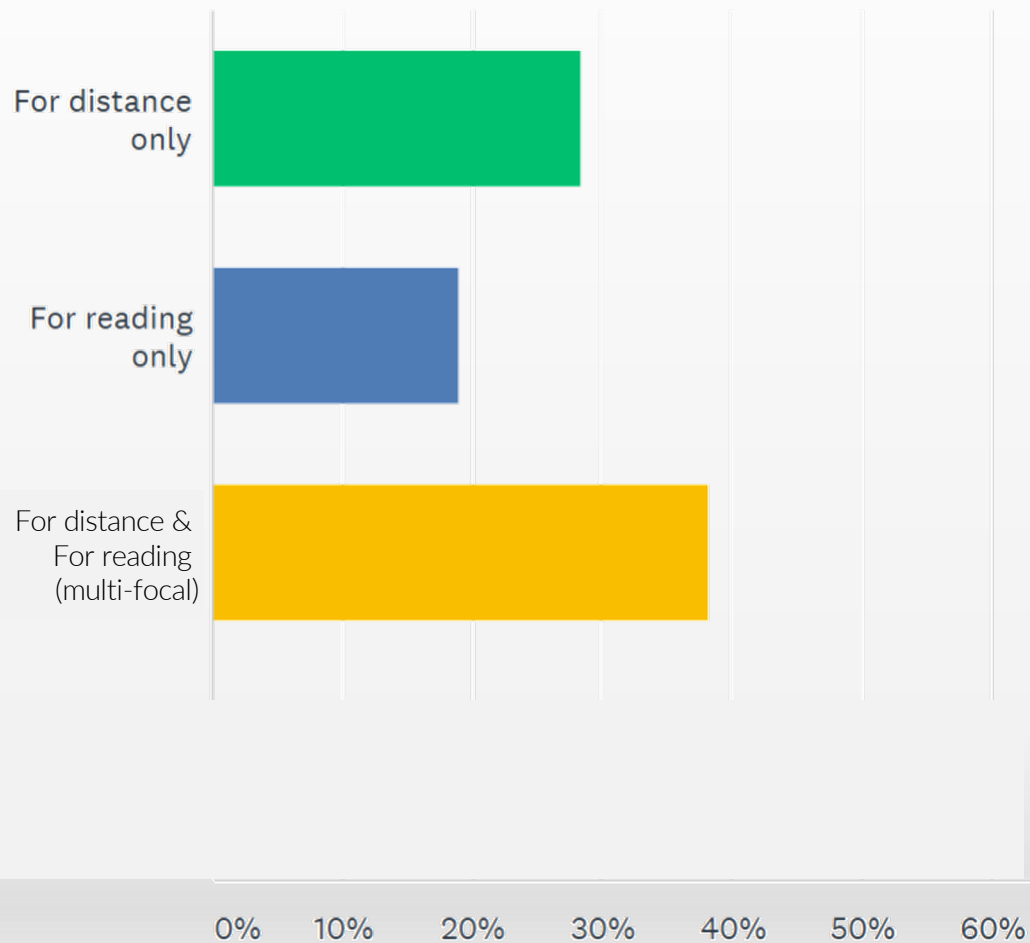
Employment Status



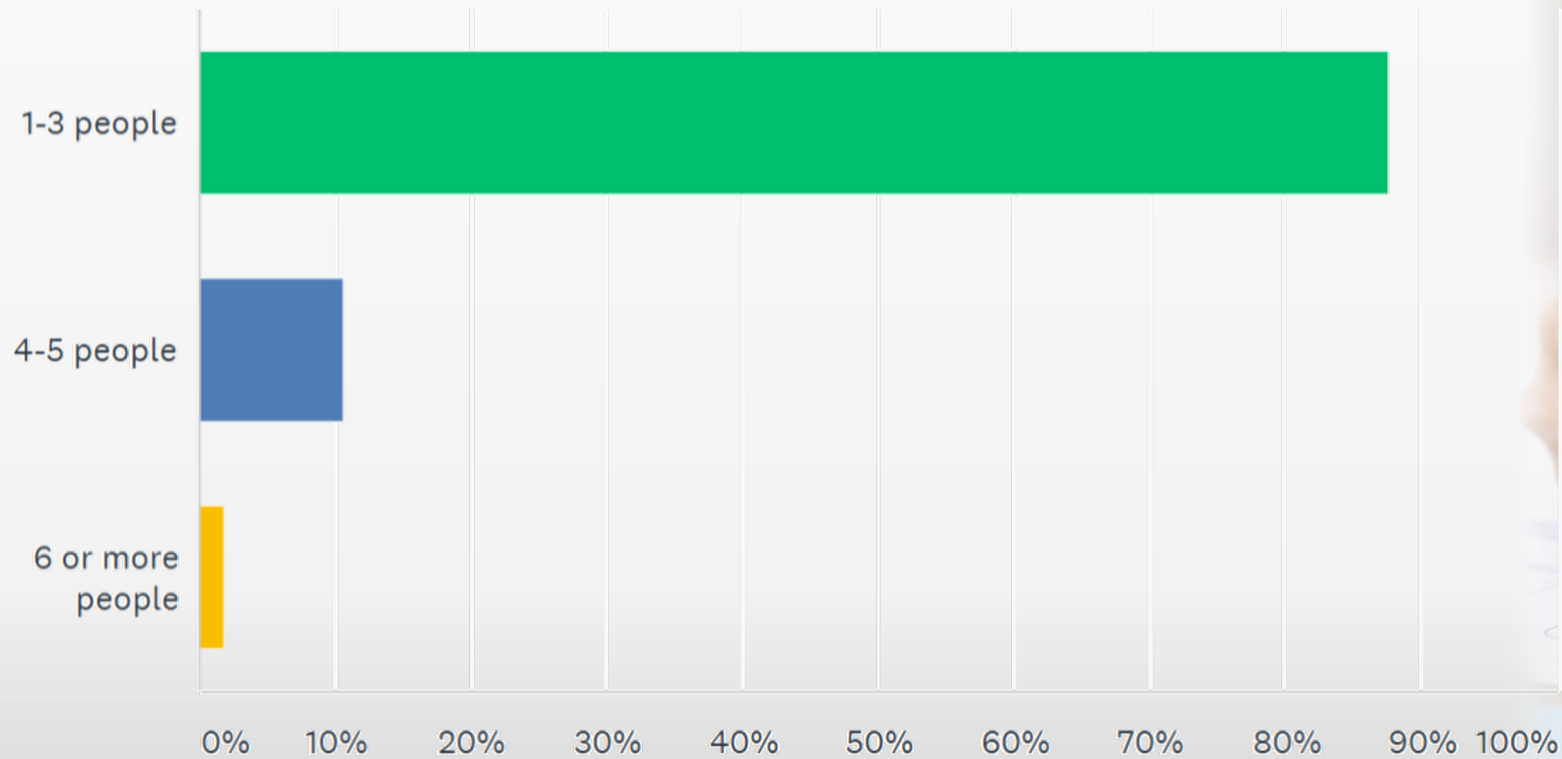
A close-up, high-resolution photograph of a person's eye, focusing on the iris and eyelashes. The eye is light brown/green and looking slightly to the right. The skin is fair and the background is blurred.

Vision Information

Which type of glasses or contacts do you wear?



How many people in your household wear glasses (including yourself)?

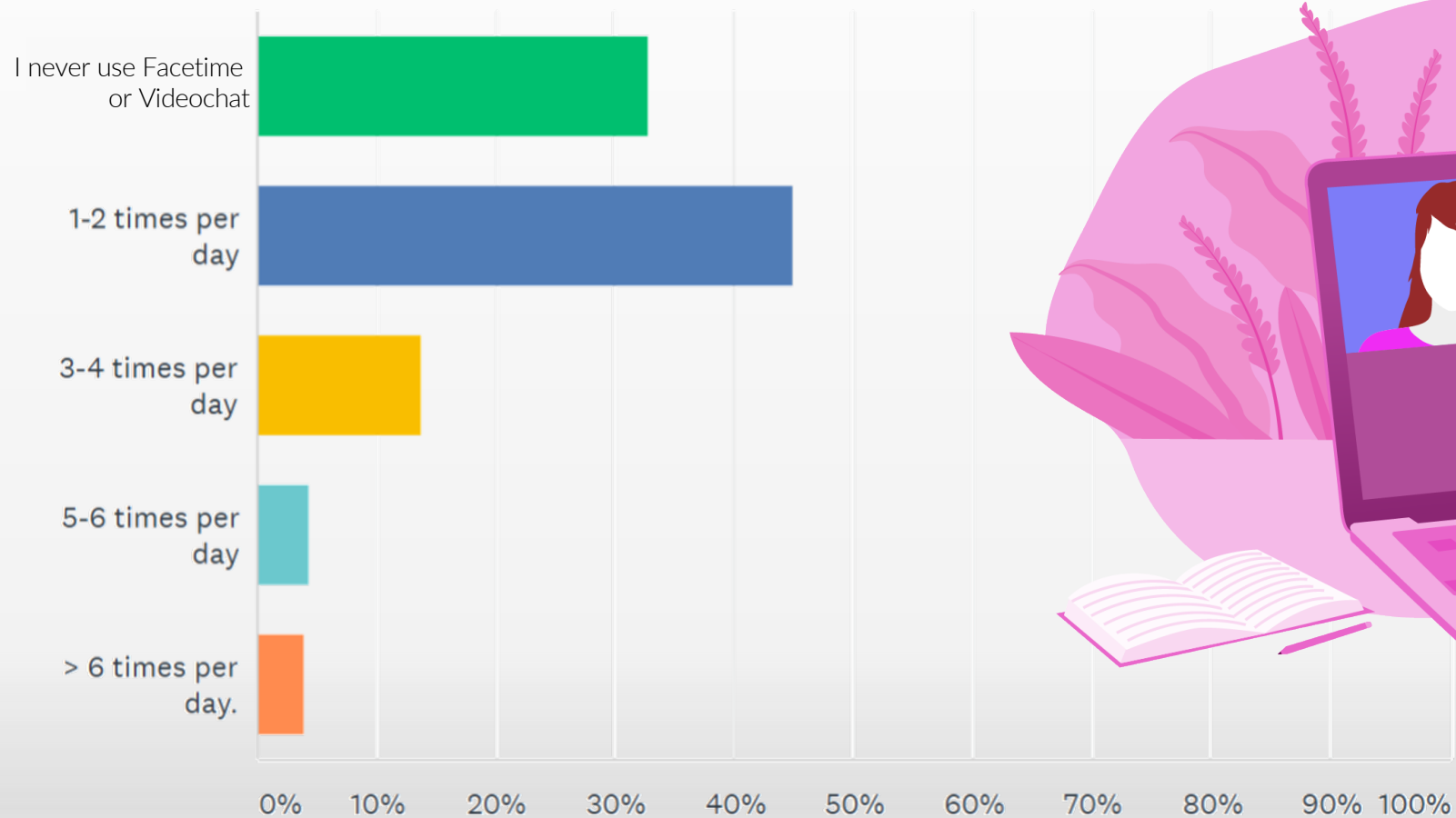


A man and a woman are sitting on a light-colored sofa in a modern living room, working on their laptops. The man, in the foreground, is wearing a blue and white checkered shirt and is looking at his laptop. The woman, in the background, is wearing a light pink blazer and is also looking at her laptop. A large green plant is visible in the background. The text "Current Status" is overlaid on the image.

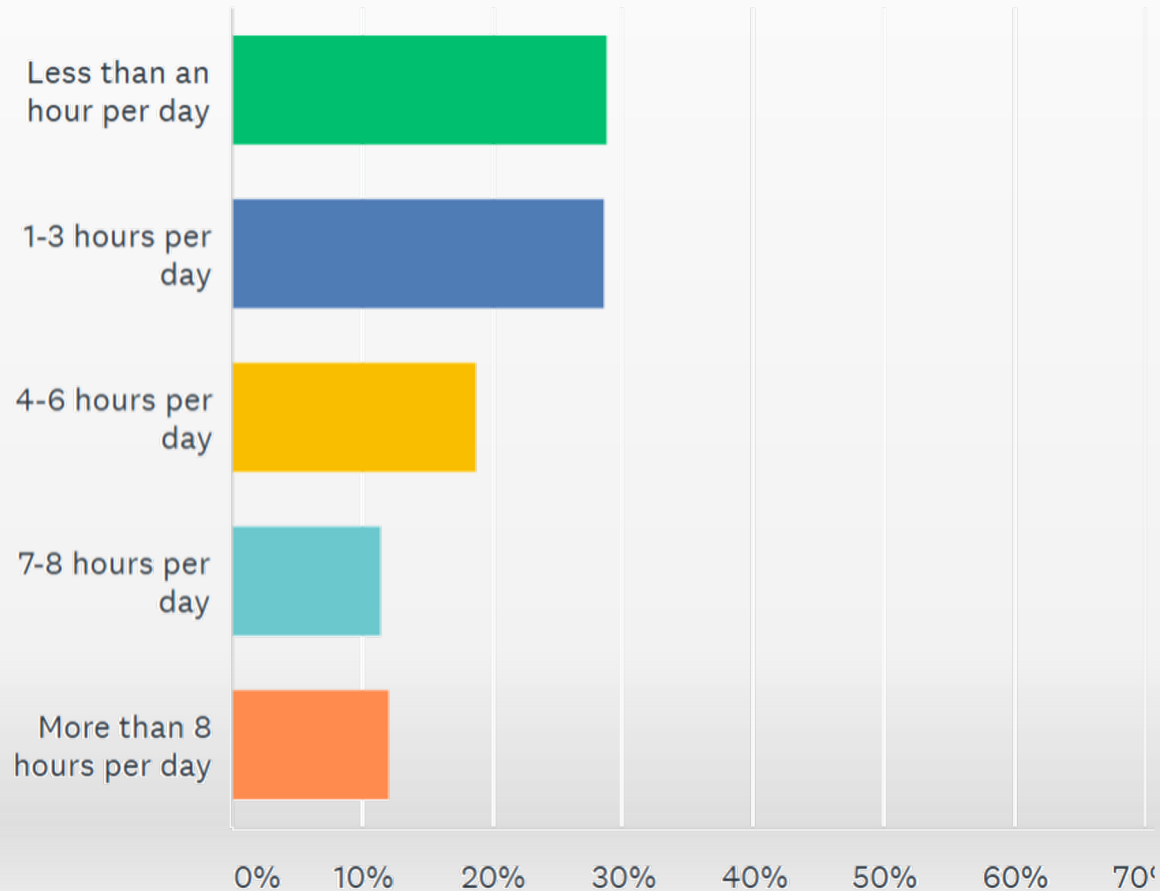
Current Status

Consumers Working Remotely

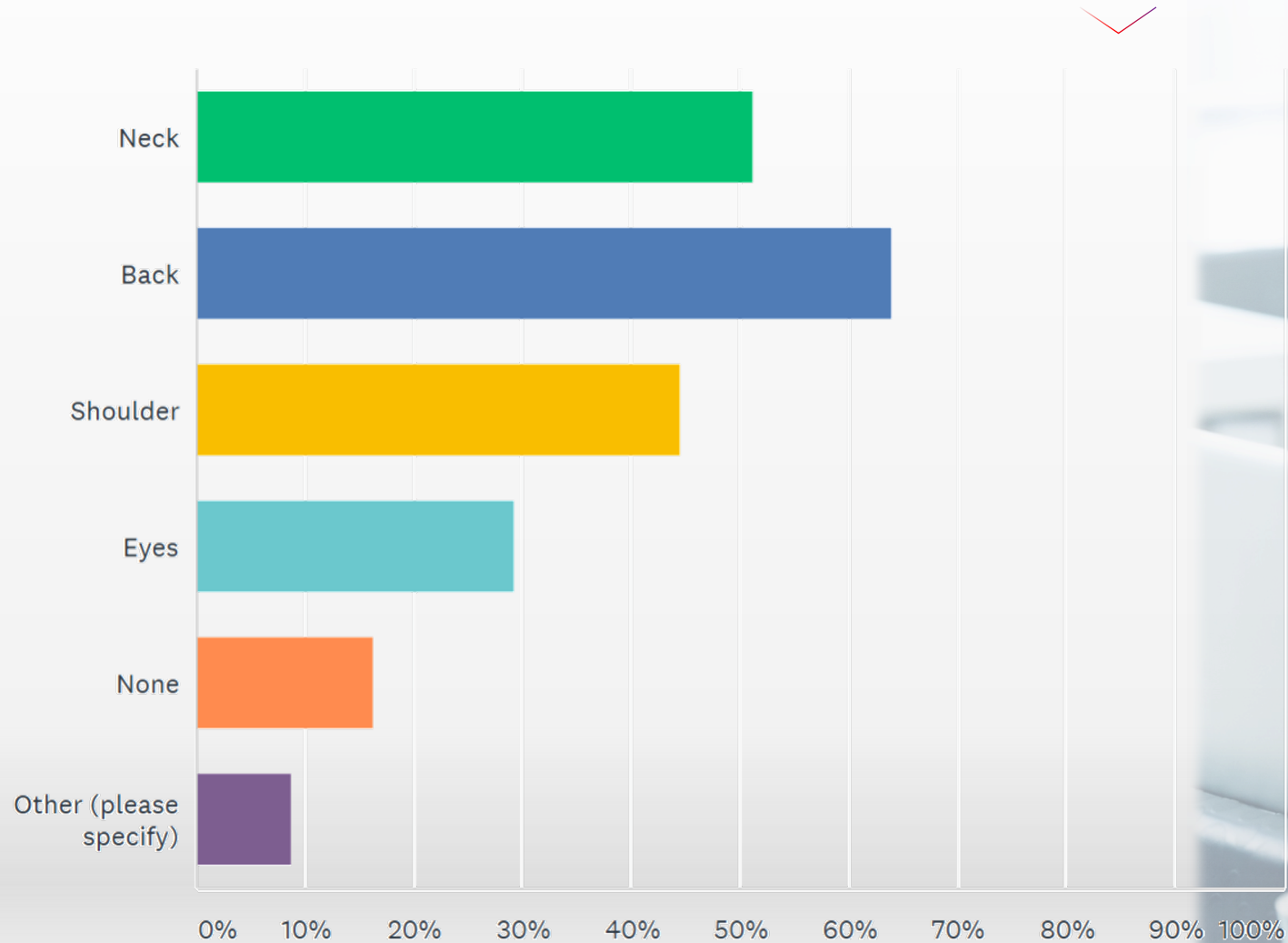
Connecting Through Video Chat?



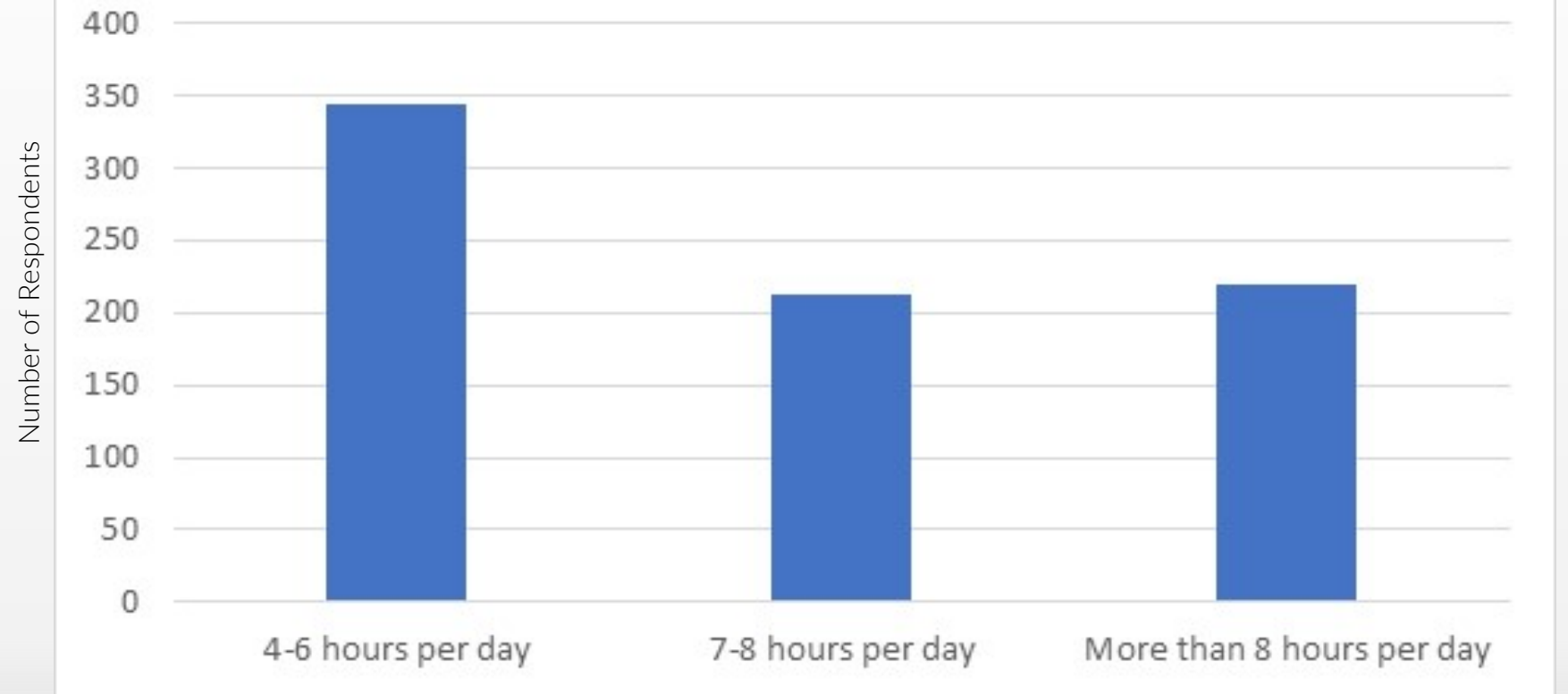
How often have you been working from a computer over the past 6 weeks, during Shelter-in-Place?



Body Discomfort Associated with Computer Usage



Over 80% Responded to Body Discomfort Compared to Usage Time



Hours Correlation

Computer Screen Time and Posture Pain

Digital Eye Strain

- 5M Rx jobs analyzed for presbyopia patients
 - Workspace and Computer Rx is 8% of total sales from Shamir database

Way to Increase Patient Satisfaction:

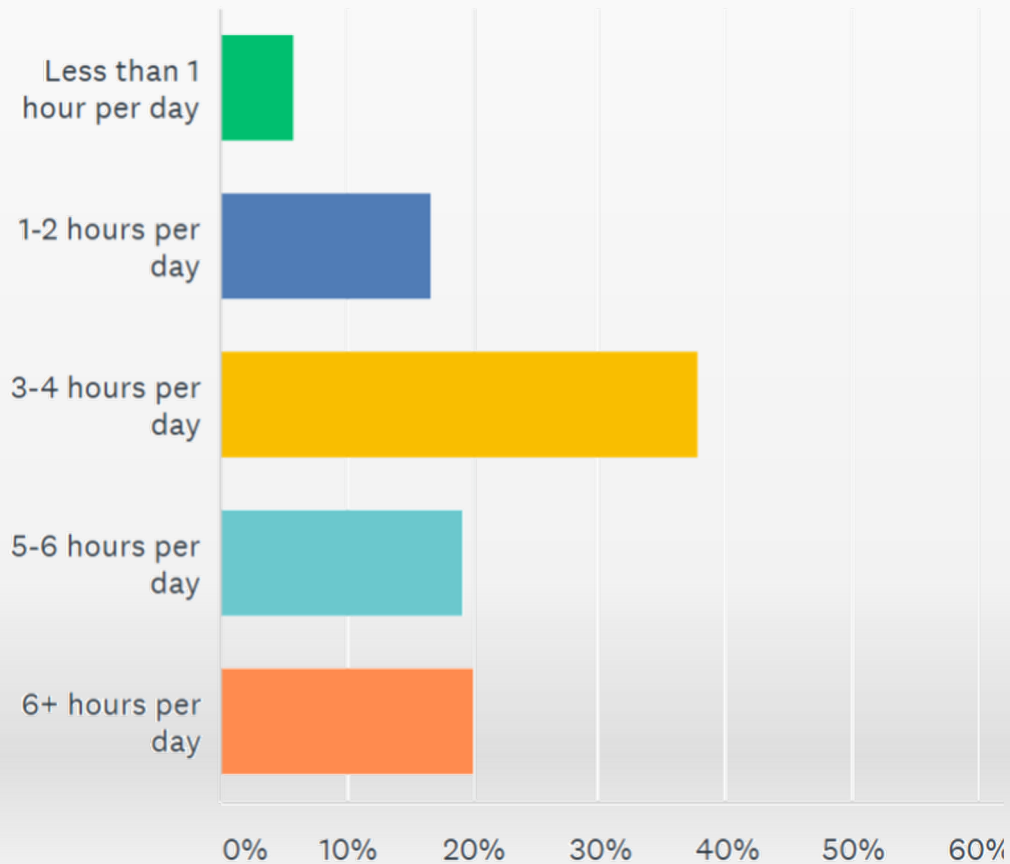
- 90% of customers great candidates for workspace/computer
- Many patients experiencing body pain is as little as 4 hours computer usage
- Able to increase multiple unit sales

Sales Potential for Presbyopia:

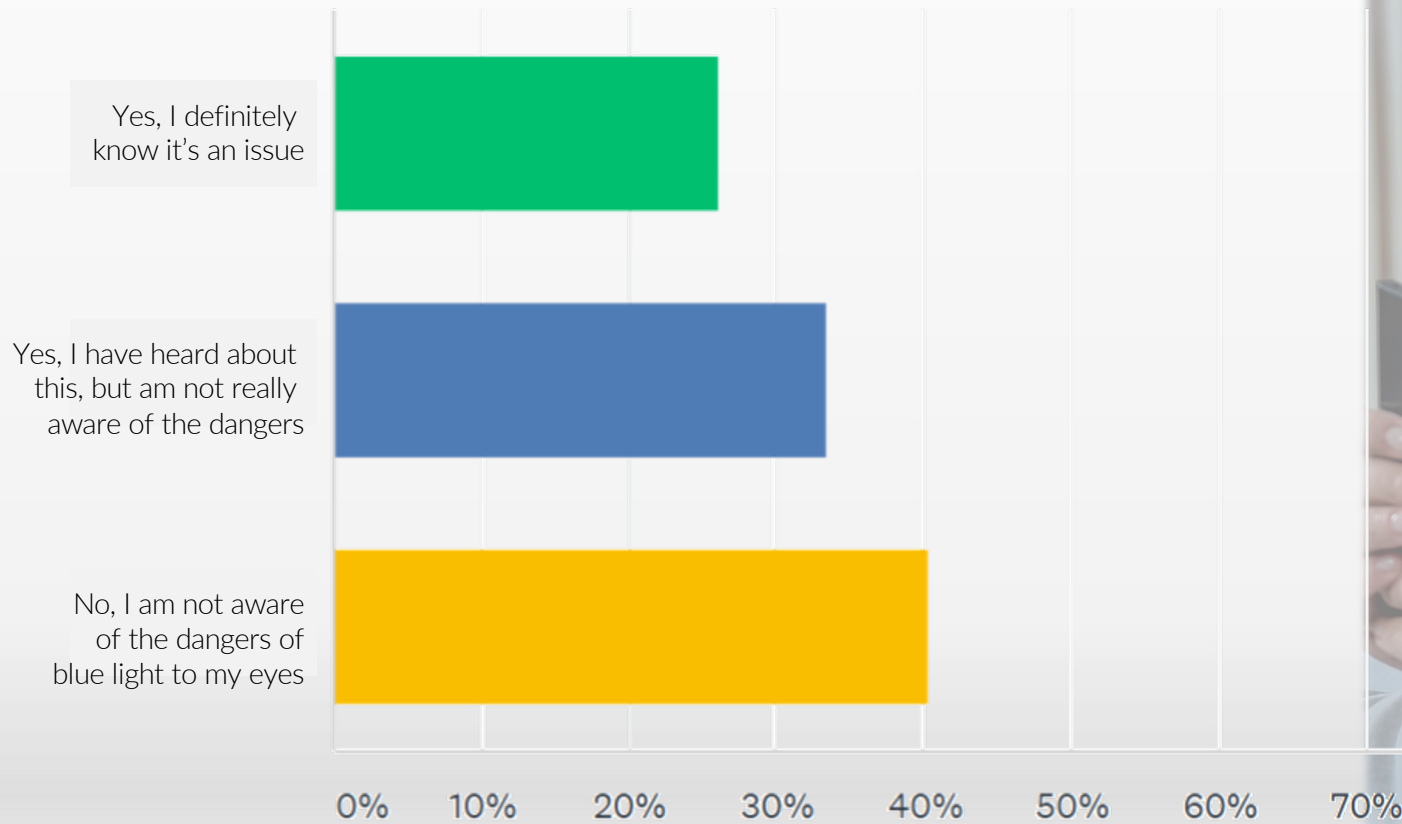
Workspace & Computer



How much time do your children spend on digital devices (phone, tablet, computer) doing SCHOOL work and for leisure (social media, gaming, etc.) (if multiple children, take the average)



Are you familiar with the dangers of blue light to your eyes?



Digital Viewing is in high use

- 5M Rx jobs analyzed for presbyopia patients
 - Shamir Blue Zero Rx is less than 4% of total sales from Shamir database

Ways to Increase Patient Satisfaction:

- 97% of customers great candidates for blue light protection
- Majority of consumers spending time in front of some type of digital device
- Able to upgrade Rx for blue light protection or in combination with computer lens

Sales Potential for Presbyopia:

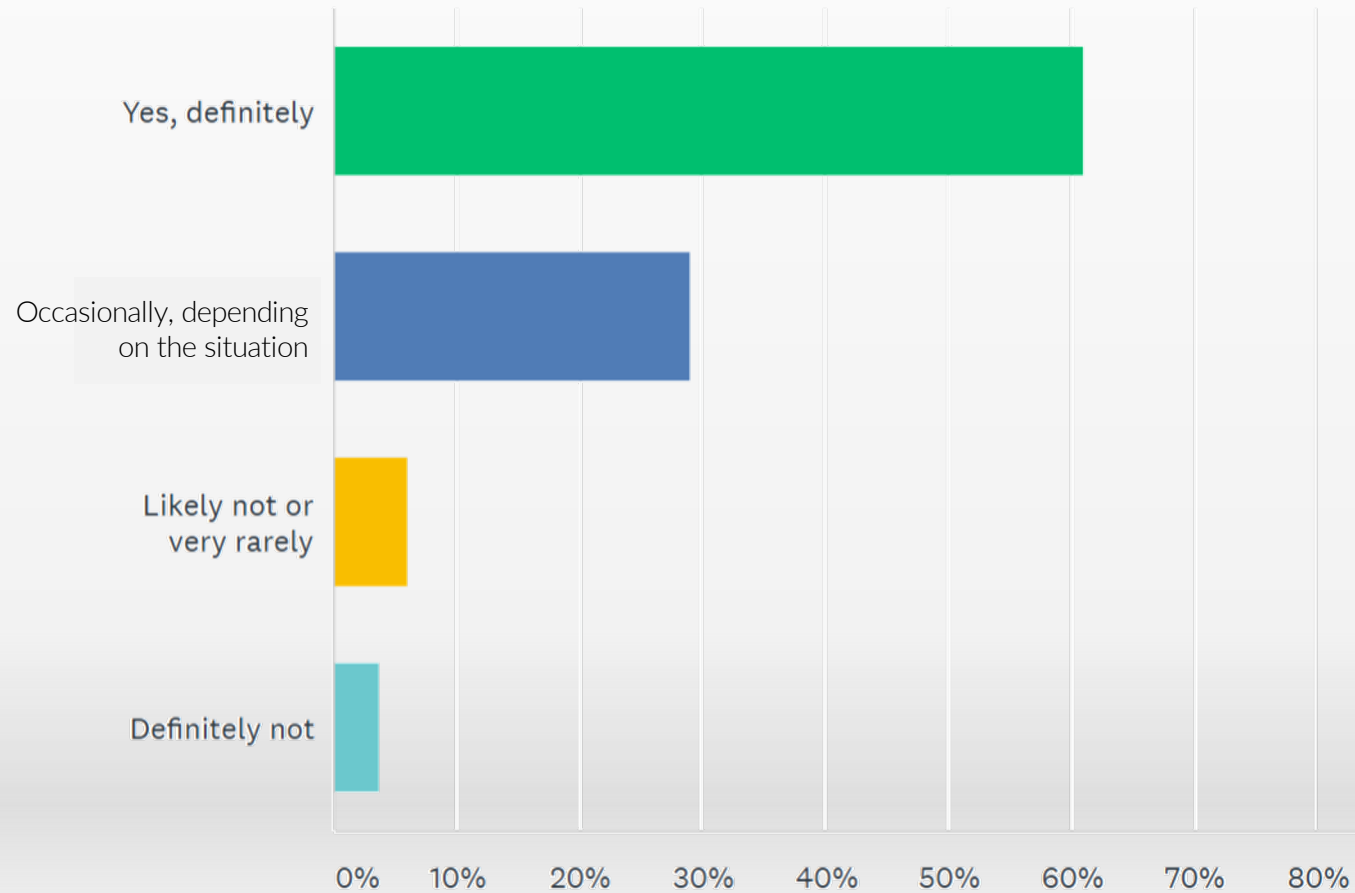
Blue Light Lenses



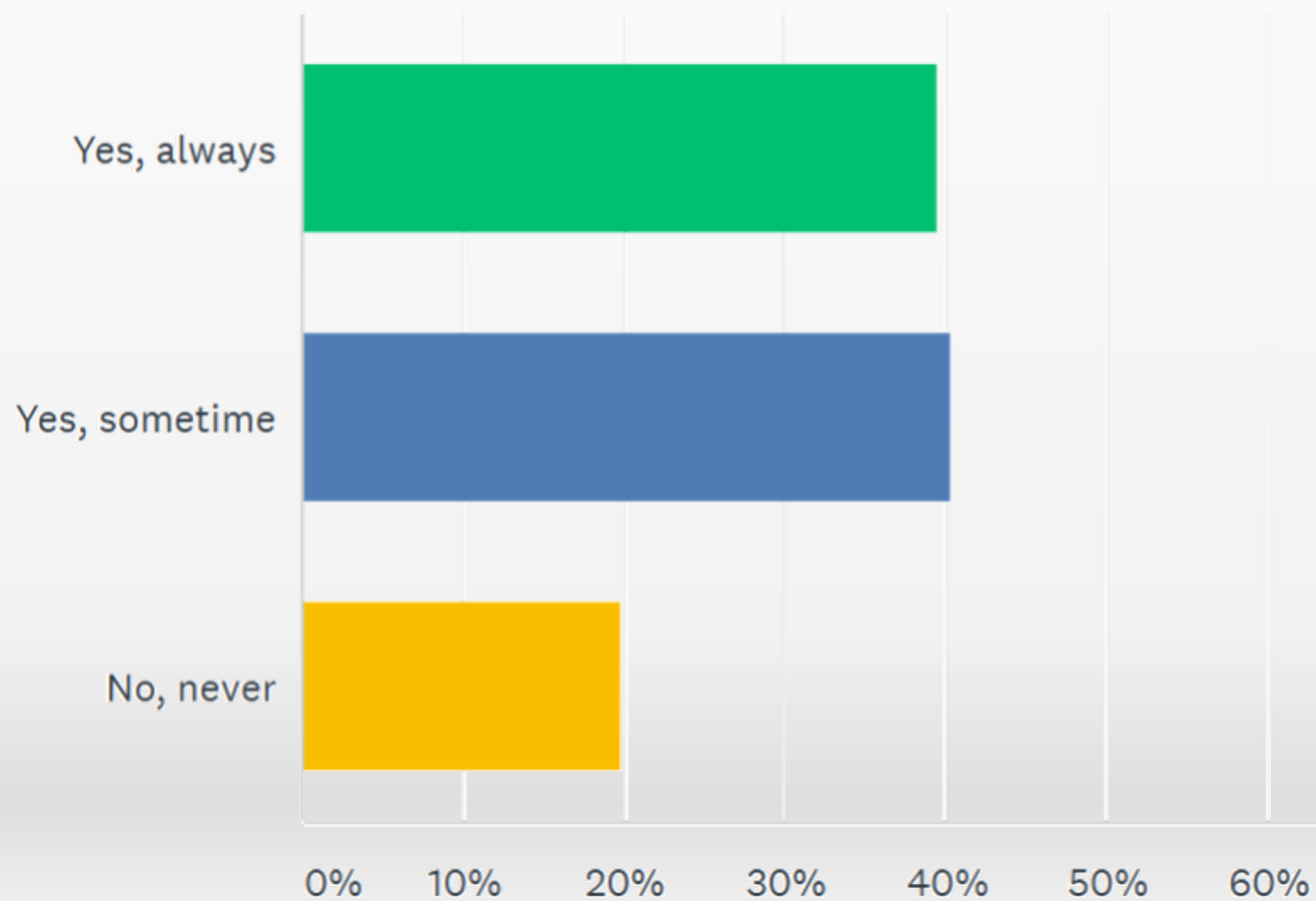


COVID-19
Unique Problems Presented

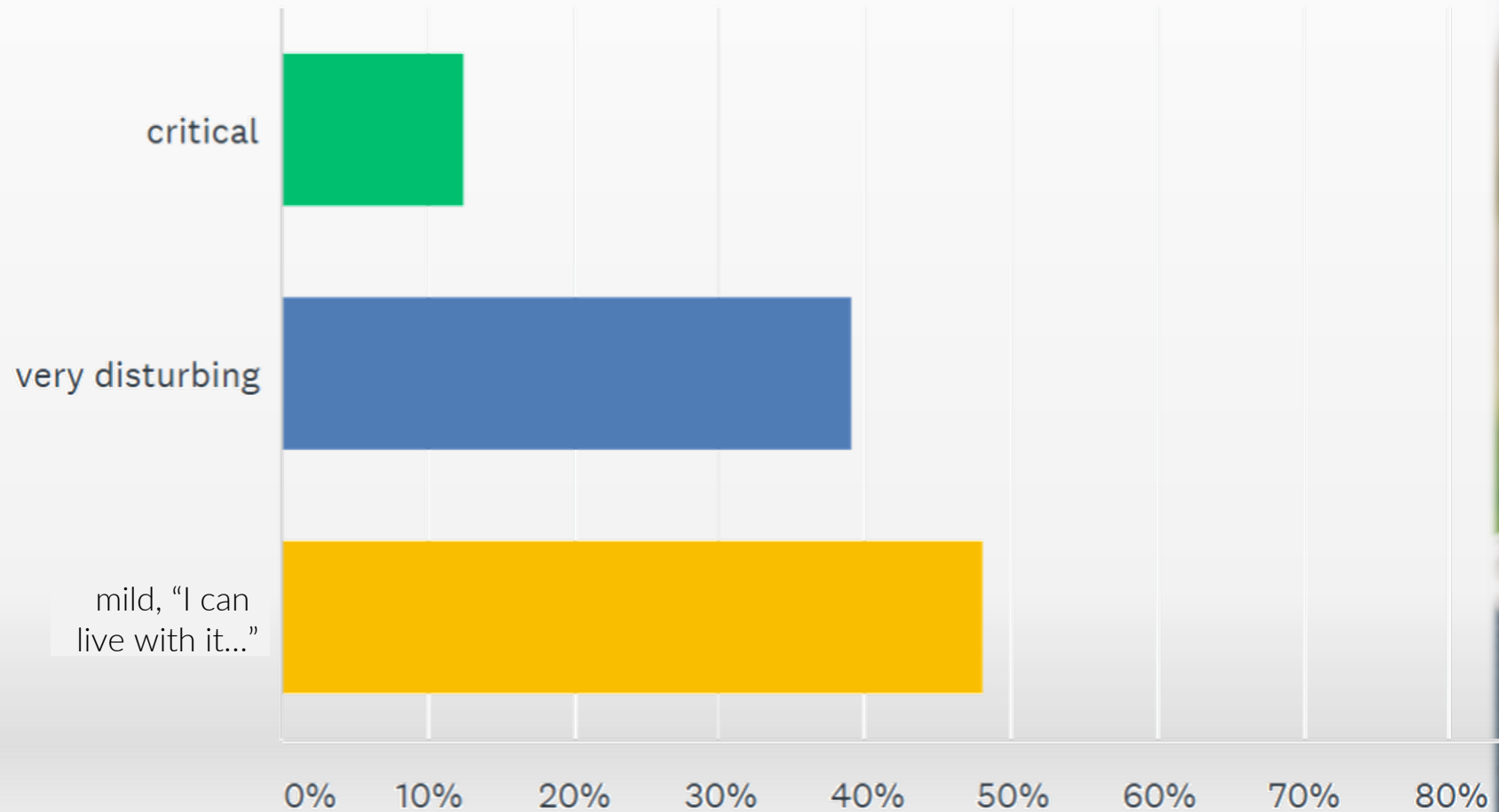
Are you planning to wear a mask in public in the next two months?



If you wear glasses and a mask, do your glasses fog up?



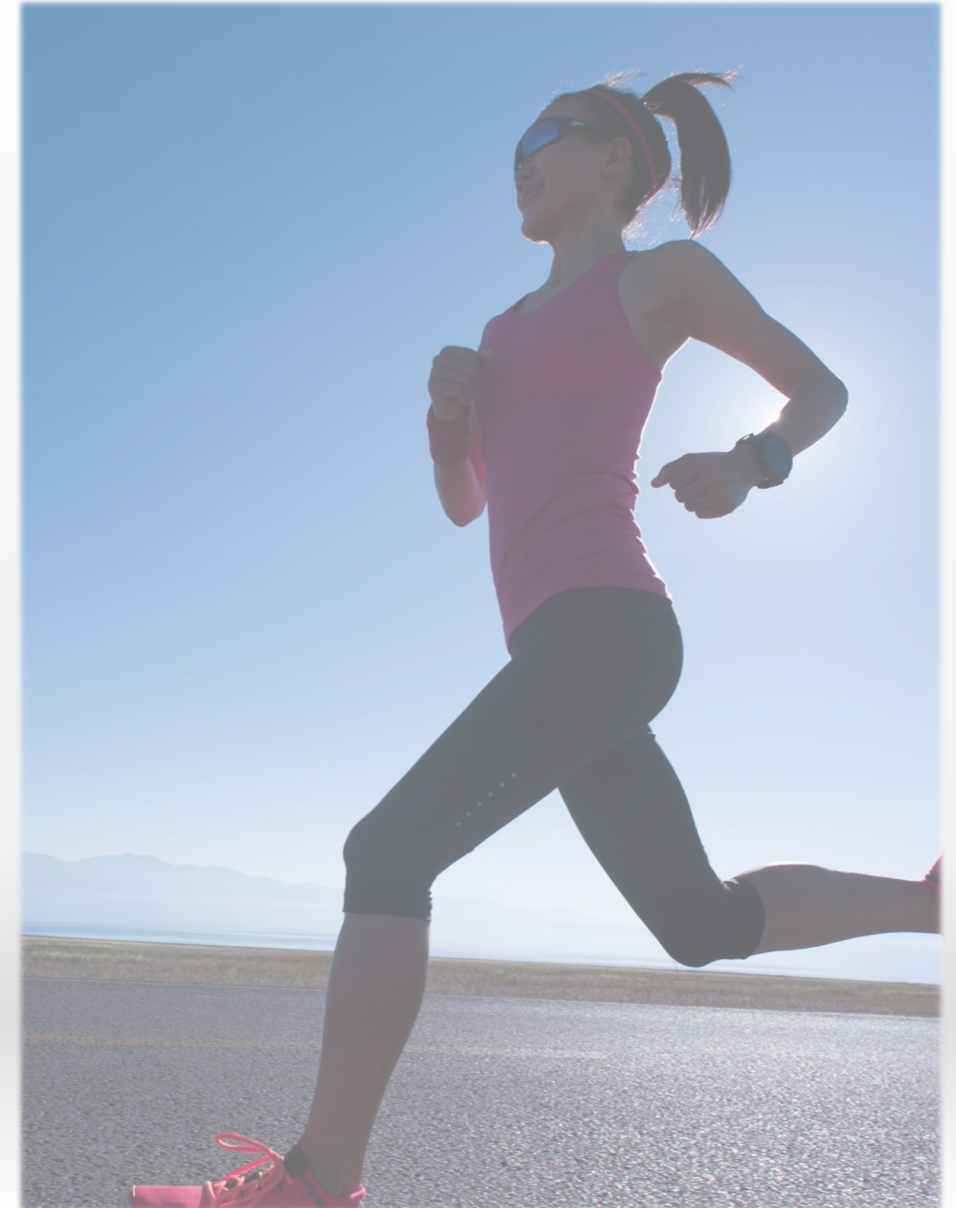
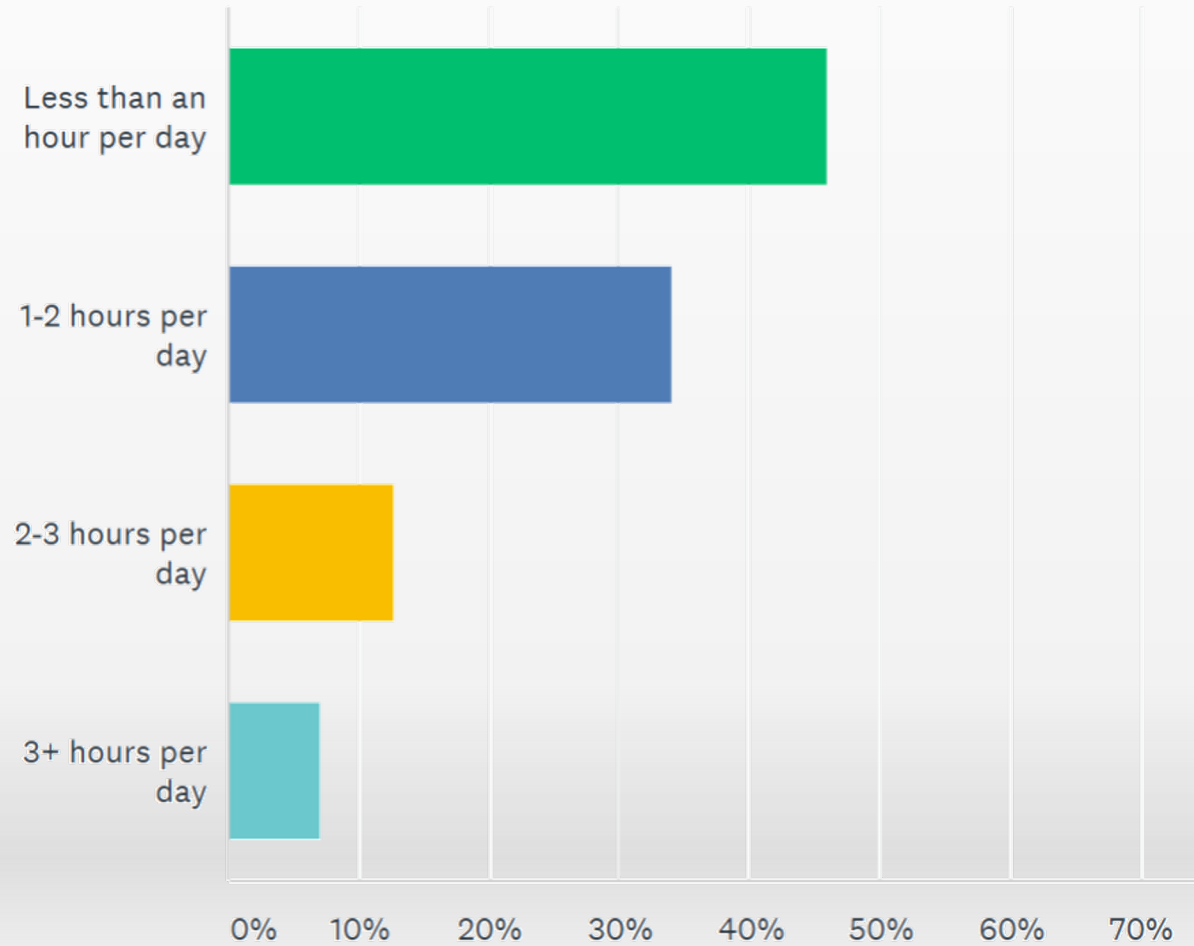
How disturbing is fog to your vision?



Lifestyle Changes

A person wearing a helmet and cycling gear is riding a mountain bike on a dirt trail. The background features a dense forest of tall trees and a body of water in the distance. The scene is captured in a cinematic style with soft lighting.

How many hours per week have you spent outside?



Consumers Spending Time Outdoors

- 5M Rx jobs analyzed for presbyopia patients
 - Shamir outdoor designs is 5% of total sales from Shamir database
 - Shamir tinted lens is less than 10% of total sales

Ways to Increase Sales Potential:

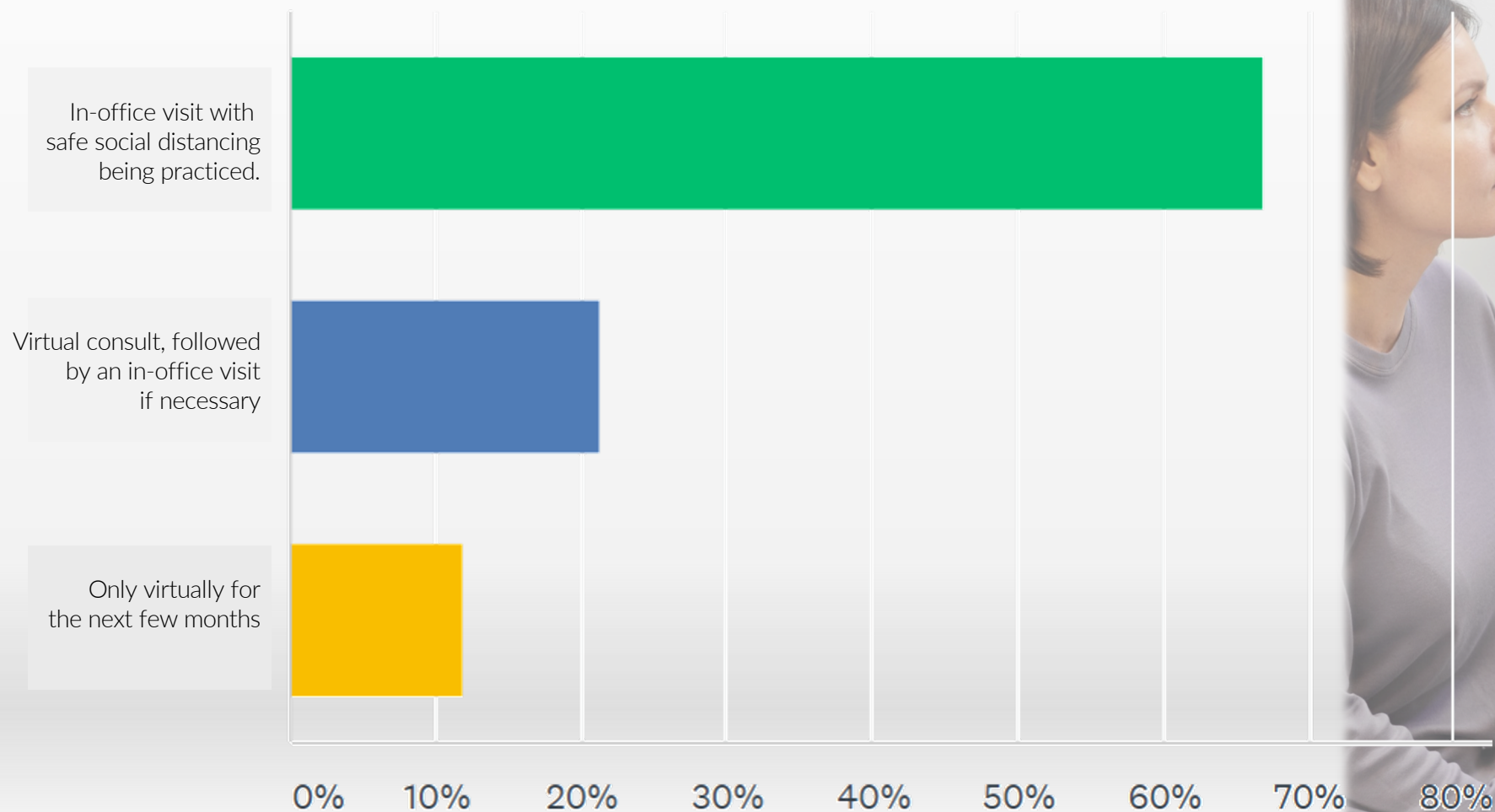
- More than 50% of respondents are spending 1-hour or greater outside
- Increased opportunity to Rx outdoor lenses with tinted lens

Sales Potential for Presbyopia:

Outdoor Designs

A decorative line graphic consisting of a horizontal line that transitions into a downward-pointing chevron shape.

If you were to get an eye exam, which would you most prefer?





Conclusions



Visual Trend in the Following Months

- Consumers need for glasses has increased than before
- Blue light protection is of value and considered as a need
- Masks will be mainstream attire, and consumers are recognizing fog as a problem
- Outdoor activities and exercise remains an active part of life
- Natural posture is related to body discomfort, for computer and workspace working

Shamir Packages

Stimulate Sales during COVID-19

Survey learnings helped create promo packages, and identified ways to further educate consumers on the benefits of Shamir designs matched to their needs.

Visit [whenvisionmatters.com](https://www.shamirlens.com/bettertogetherlabs) to learn more about the promotional packages and download the research presentation. To view participating labs, please visit:
<https://www.shamirlens.com/bettertogetherlabs>

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IMAGEWEAR

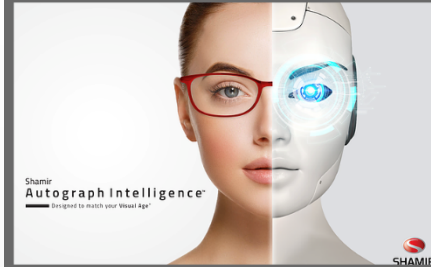
CLASSIQUE
EYEWEAR

lafont.

DE RIGO REM
WE SHARE THE VISION

europa
eyewear

FRAME AND LENS PROMO



SHAMIR FRAME AND LENS PROMO

Purchase a pair of Shamir Autograph Intelligence™ progressive lenses and a qualifying frame from our partnering frame companies and receive an additional free frame from the same frame company with one of Shamir's lens designs for free!

(Shamir Attitude III® - Sport, Shamir Attitude III® - Fashion, Shamir Computer™ Shamir WorkSpace™, *Shamir Relax™ in Shamir Blue Zero™)

AR PROMO



SHAMIR AR PROMO

Purchase Shamir Autograph Intelligence™ and receive the Shamir Glacier PLUS™ UV Anti-Reflective Coating for FREE!

RCPV REWARDS



SHAMIR RCPV REWARDS

Shamir is reducing by 50% the pairs to be sold by a practice to qualify for your monthly rewards.

*New Shamir customers, please inquire about the RCPV program

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Are you interested in the market research, presentation and details on the Shamir Better Together Packages?

Go to: [WhenVisionMatters.com](https://www.whenvisionmatters.com) to learn more.