

SHAMIR OPTICAL INDUSTRY LTD.

JANUARY 2017



SHAMIR





MARKET OVERVIEW

Eye Correction Needs &
the Ophthalmic Market



SHAMIR

An Innovative Leader in the
Ophthalmic Lens market



SHAMIR

Technologies



SHAMIR

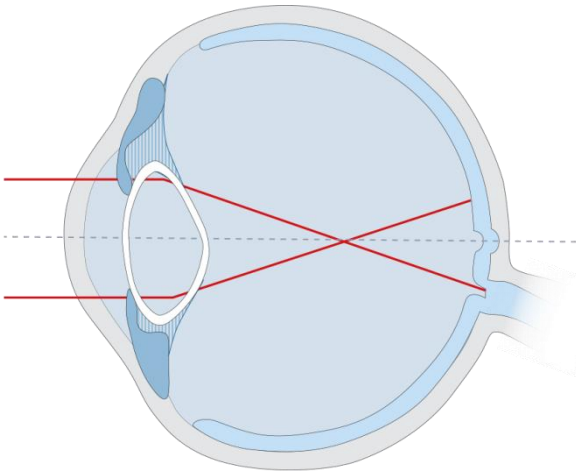
Products



SHAMIR

Financials

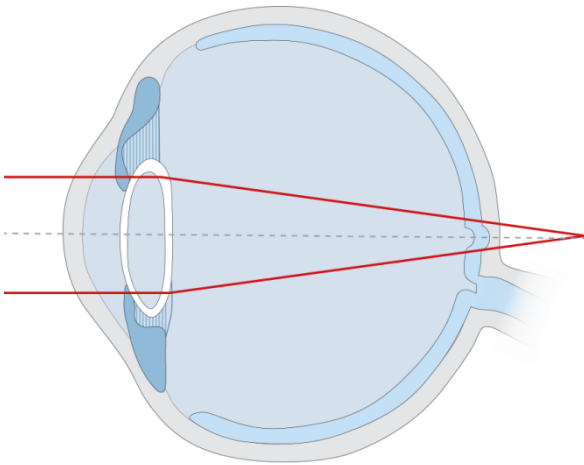
EYE CORRECTION NEEDS MYOPIA



A condition in which the eyeball is **longer** than usual or that the power of the eye is **stronger** than usual.

People with Myopia have **difficulty when looking at a distant object**, but usually can see close objects clearly.

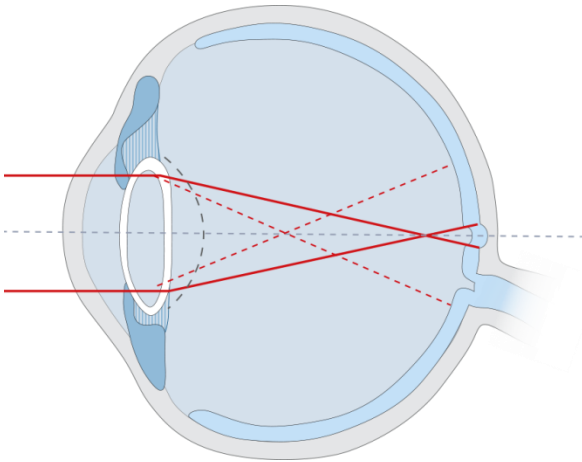
EYE CORRECTION NEEDS HYPERMETROPIA



A condition in which the eyeball is **shorter** than usual or that the power of the eye is **lower** than usual

People with Hyperopia will have **difficulty focusing on near and/or far objects** unless proper amount of accommodation is used.

EYE CORRECTION NEEDS ASTIGMATISM



A condition in which one or more surfaces in the eye (usually the cornea or the intra-ocular-lens) refracts the light to **two different focals**

Near and distant objects can appear **blurry**

EYE CORRECTION NEEDS PRESBYOPIA

LOSS OF ABILITY TO FOCUS ON CLOSE OBJECTS

- › Hardening of the Crystalline
- › The capsule of the Crystalline lens loses flexibility

NORMAL AGING PROCESS

- › Affects most people over 45
- › Develops gradually over time
- › Cannot be cured



THE OPHTHALMIC MARKET

HIGH POTENTIAL AND LOW PENETRATION

4.3 BILLION
PEOPLE NEARLY

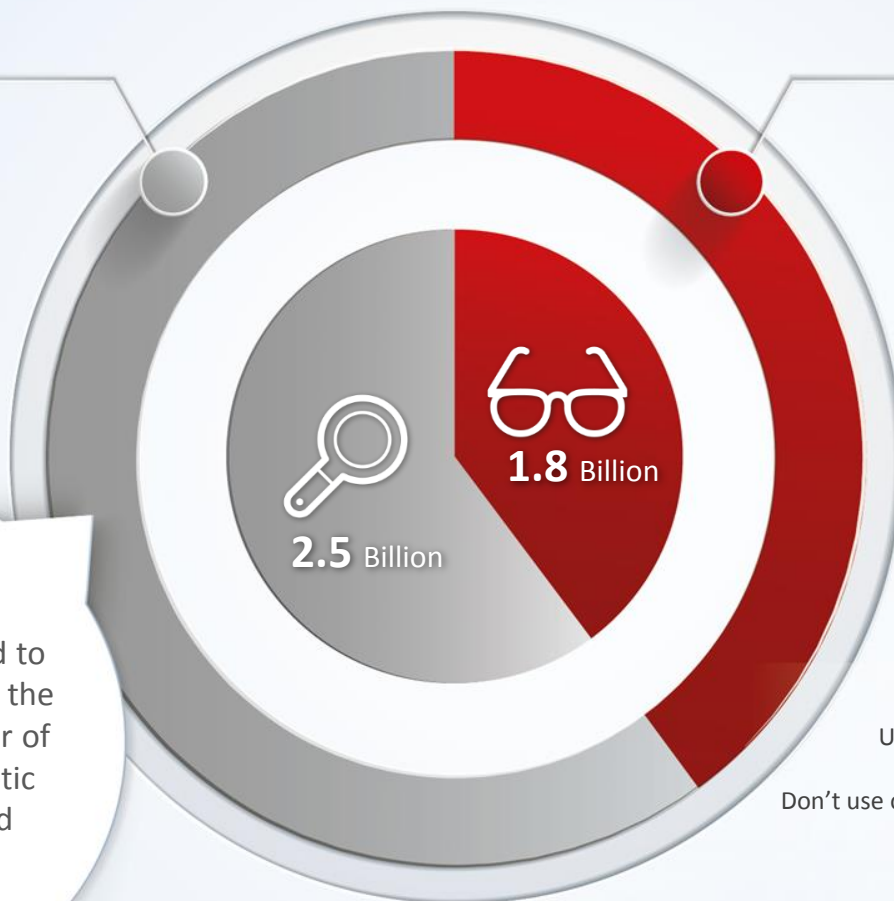
60%

of the world population
need eye correction



ONLY

42%

of those who need eye
correction currently use
optical solutions



By 2030, the world population is expected to grow by some 15%. At the same time, the number of people purchasing optic solutions is expected to grow by 60%.

Use optical solutions 
Don't use optical solutions 



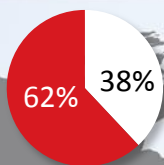
SHAMIR

THE OPHTHALMIC MARKET

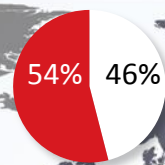
HIGH POTENTIAL AND LOW PENETRATION

VISION CORRECTION
BY REGION 2015

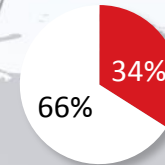
NORTH AMERICA
Population 349M



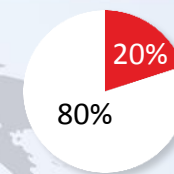
WESTERN EUROPE
Population 478M



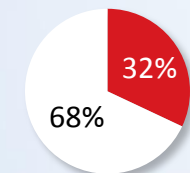
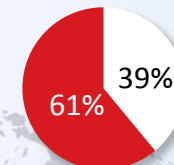
EASTERN EUROPE
Population 399M



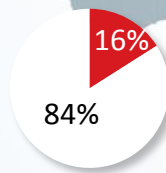
ASIA
Population 3,148M



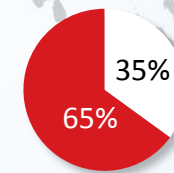
JAPAN
Population 127M





LATIN AMERICA
Population 553M



**MIDDLE EAST-
AFRICA**
Population 1,187M



AUSTRALIA
Population 23M

Correct their vision 
Don't Correct their vision 

THE OPHTHALMIC MARKET OPTICAL SOLUTIONS

OPHTHALMIC LENSES

Increase of 3%



75%

READING GLASSES

Increase of 4%



11%

CONTACT LENSES*

Increase of 7%



10%

SURGICAL OPERATIONS

Increase of 6%



4%

Eye surgeries and contact lenses do not cure nor sufficiently treat Presbyopia

*including solutions



OPHTHALMIC LENS MARKET SEGMENTS



SINGLE VISION

One optical power per lens



BIFOCAL

Two optical powers per lens



PROGRESSIVE

Seamless gradients of optical powers from distant to near vision



INOTIME

Allows you to provide same-day service, with as little as 3 hours from order to delivery!



SUN RX

- Design & framing of special convex lenses
- Ability of establishing framing centers based on database



SAFETY

Creating perfect eye protection solutions by combining cutting-edge lens and frame technologies

DEMAND IN THE VISUAL OPHTHALMIC MARKET

SUMMARY

**4.3
Billion** people require
visual correction

**1.8
Billion**

of them utilize some
sort of optical solution

**1
Billion**

**Ophthalmic lenses are
sold annually**
The ophthalmic lens
market represents 50%
of the optical solution
market with a value
of \$13 billion

**150
million**

of all lenses sold are progressive
Progressive lenses account for
nearly 60% of the market
value



SHAMIR

OPHTHALMIC LENS MARKET

PURCHASE CHANNELS: ECP MORE THAN 82% OF LENS PURCHASES



WEARERS

8% ONLINE / SHOP IN SHOP

ECP



Eye Test



Choose Frame

Constitutes more than **82%** of lens purchases

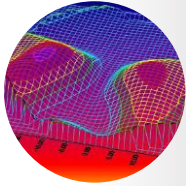
10% PHARMACY



SHAMIR

OPHTHALMIC LENS MARKET

CONVENTIONAL LENSES & MANUFACTURE PROCESS



Computed Design



Ceramic Blocks



Glass Molds



SF Blanks



Stock



Blocking



SF Blanks



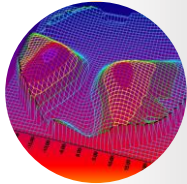
Coating

**FINISHED
LENS**



OPHTHALMIC LENS MARKET

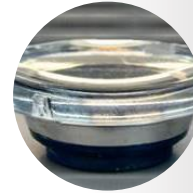
FREEFORM DESIGN & MANUFACTURE PROCESS



Computed Design



Prescriptor™



Semi Finished SV



Cut



Polish



Laser Marking



Coating

**FINISHED
LENS**





MARKET OVERVIEW

Eye Correction Needs &
the Ophthalmic Market



SHAMIR

An Innovative Leader in the
Ophthalmic Lens market



SHAMIR
Technologies



SHAMIR
Products



SHAMIR
Financials

SHAMIR OPTICAL INDUSTRY LTD.

AT A GLANCE



Developer and owner of high end **proprietary** optical solution technologies



29 Marketing activities (in 23 countries) and **17** Optical labs



Leading manufacturer of high quality progressive and single vision lenses and molds, with manufacturing labs around the world



Approximately 2,250 employees worldwide



2015 sales of more than \$226 million, mainly in Europe and the USA



Since 2011, **jointly owned by Kibbutz Shamir and Essilor**



SHAMIR

WORLD DEPLOYMENT

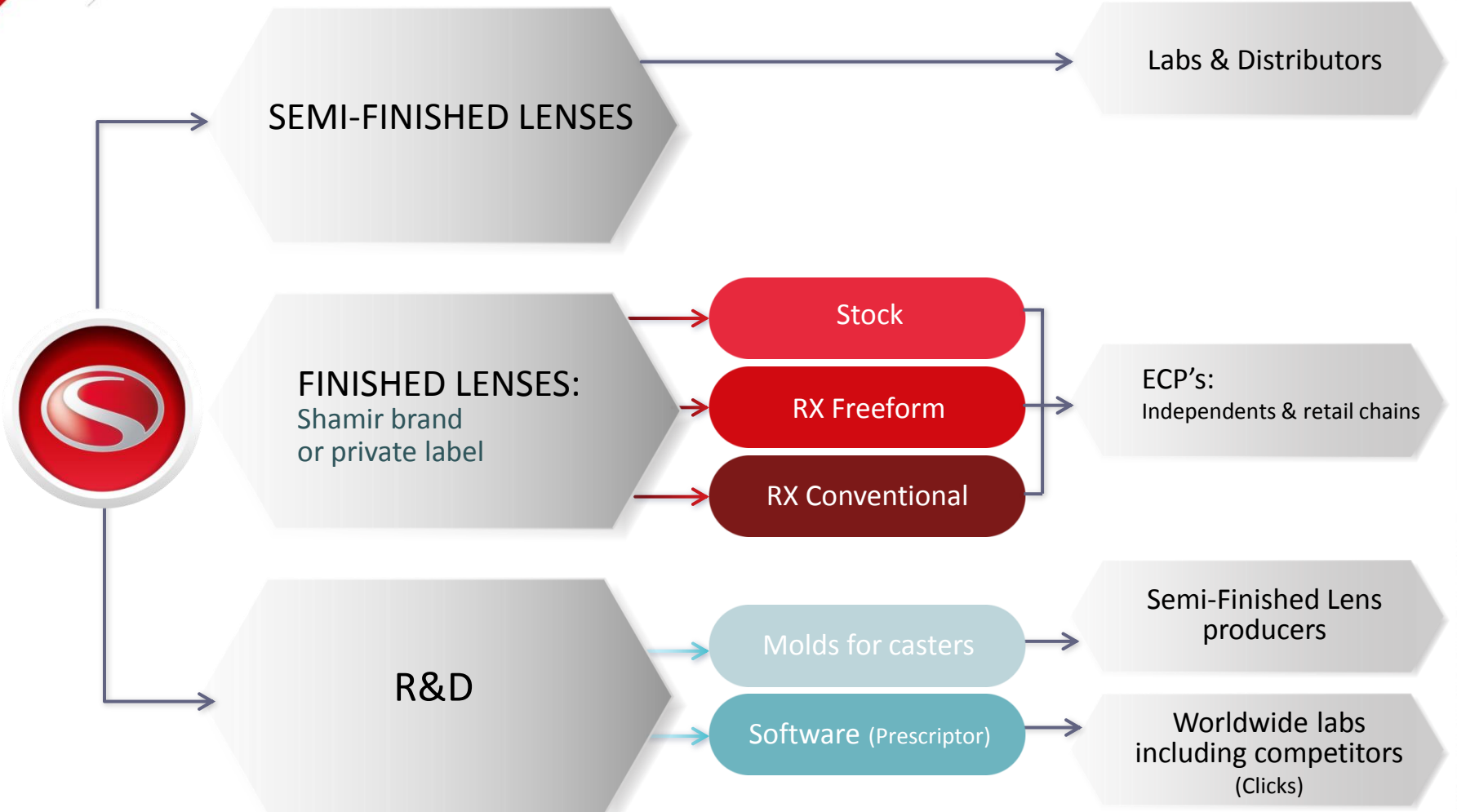


- 28 Marketing activities (in 23 countries)
- 16 Optical labs
- Offices HQ+R&D
- 2 Production sites

SHAMIR PRODUCTS AND CUSTOMERS

PRODUCTS AND SERVICES

CUSTOMERS



SHAMIR'S PLACE IN THE VALUE CHAIN

01 Raw materials



Procure

02 Technology & Software



- Development of high end proprietary technologies
- Eye-Point Technology® III
- Direct Lens Technology®

- FreeFrame Technology™
- As-Worn Technology™

03 Production



- Full ownership of production chain
- Freeform
- Finished lenses
- Semi-finished blanks - Plastic & Mineral
- Mineral molds

04 Distribution & Marketing



- Sell directly to optical shop & labs
- Operating local service centers offering technical and customer service

05 Retailer



- Servicing and supporting independent optical shops

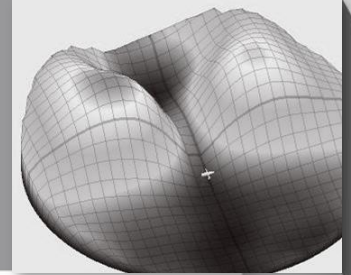
- Wide range of optical solutions
- Education
- Supplying
- innovative marketing tools to assist ECP's in the selling process

SHAMIR'S COMPETITIVE EDGE



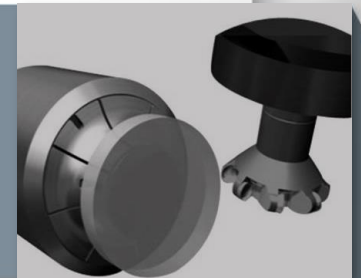
TOP OF THE LINE OPTICAL DESIGNS

- High dedication To R&D that leads to
- Breakthrough technologies
- World leader in sports and occupational lenses



FREEFORM EXPERTISE

- FF pioneer with over a decade of experience
- Unique technologies that grant differentiation



STRONG PARTNERSHIP WITH ECP'S

- High service inclination
- On-going marketing support and supply of marketing tools
- One-stop-shop for lenses
- SHAMIR SPARK™ - optical measurement device



SHAMIR TIMELINE 1972-1987:

DEVELOPING OUR COMPETITIVE EDGE



Shamir Optical Industry is established as a manufacturer of glass bifocal lenses

1972

1979



Accelerated development of progressive lenses is initiated



Shamir's brand of progressive lenses is launched

1984

1987



Begin marketing services to other lens manufacturers, and launch 1st set of molds for progressive lens casting


SHAMIR TIMELINE 1988-2001: DEVELOPING OUR COMPETITIVE EDGE

1988


1992

1999


2001




First subsidiary is established, Shamir USA



Shamir Insight, Inc. is established as the US distribution center



Development and launch of first generation groundbreaking Eye-Point Technology®



Through its partnership with Eyal Optical Industry, Shamir becomes a manufacturer of advanced, high quality plastic lenses

SHAMIR TIMELINE 2002-2011: DEVELOPING OUR COMPETITIVE EDGE



Shamir takes ownership of **Rx lab in Portugal** following partnership with Altra Optic GmbH

2002

2005



Shamir goes public with an IPO on the **NASDAQ** global market and the Tel Aviv Stock Exchange



Focusing on sales and marketing of **Rx products**, Shamir constantly expands its partnership with labs and distribution centers while focusing on providing professional services to optical shops worldwide

2010

2011



Shamir merges with Essilor

Shamir becomes a private company and Essilor becomes a 50% shareholder

SHAMIR TIMELINE 2013-2015: DEVELOPING OUR COMPETITIVE EDGE

Further advancing its Eye-Point Technology with innovative reverse engineering, **Shamir launches Eye-Point Technology® III**

With **Eye-Point Technology® III**: Similar viewing fields for hyperopic and myopic patients



Establishing InoTime™

A Revolutionary new service with Advanced technology that Guarantee high speed delivery and premium quality

2013



2014

2015



Safety Eyewear

Penetrating the safety eyewear market, providing complete eye protection solutions for work and sport environments



MARKET OVERVIEW

Eye Correction Needs &
the Ophthalmic Market



SHAMIR

An Innovative Leader in the
Ophthalmic Lens market



SHAMIR
Technologies



SHAMIR
Products



SHAMIR
Financials

SHAMIR MOLDS

01

Shamir specializes in

The design and manufacture of sophisticated Progressive and aspheric molds with a unique surface architecture that provides Enhanced durability.

02

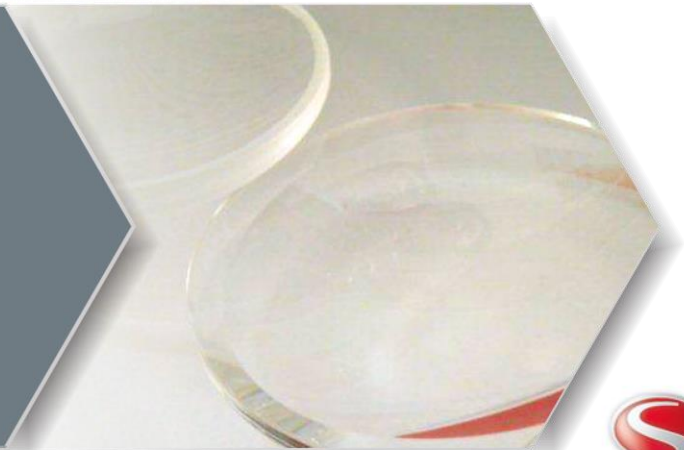
Shamir offers

Several off-the shelf generic mold designs, available in a range of sizes and base curves.

03

Well known for

Its flexibility and customization, Shamir is highly regard for its ability to optically design tailor-made molds meeting precise customer requirements regarding size, base curves, markings and other properties.



PRESCRIPTOR™

THE IDEAL PERSONALIZED FREEFORM SOFTWARE



Based on the patient's prescription and frame data the **Prescriptor™** calculates & manufactures Personal lenses.

Optimizes the lens optical and geometrical parameters.

Integrates with optical Laboratory's Management Software (LMS).

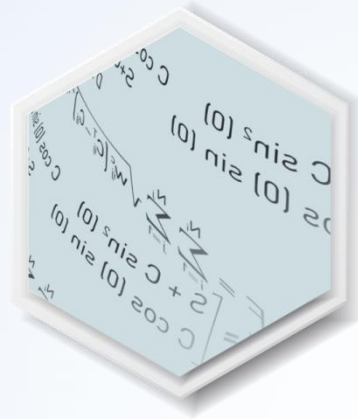
Built to meet each customer's current and future needs.

SHAMIR CUTTING EDGE TECHNOLOGIES



EYE-POINT TECHNOLOGY® III

Shamir's Eye-Point Technology III is now able to simulate real world images and support the design of lenses that provide an improved viewing experience for all patients regardless of lens power and frame choice



LEADING OPTICAL OPTIMIZATION TECHNOLOGY

Based on the multi-dimensional analysis of the Eye-Point Technology, this software enables maximum optimization of the lens design



AS-WORN QUADRO™

Ensures that the patient's experience of the prescription once the lens is fit into the frame, is exactly the same as when originally measured by the optometrist, giving the patient the same viewing comfort and visual acuity



NATURAL POSTURE™

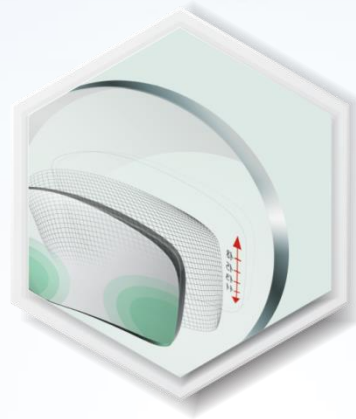
The near viewing zone in Shamir Autograph III is dynamically located within the lens corridor, taking into account the positive or negative power of the prescription

SHAMIR CUTTING EDGE TECHNOLOGIES



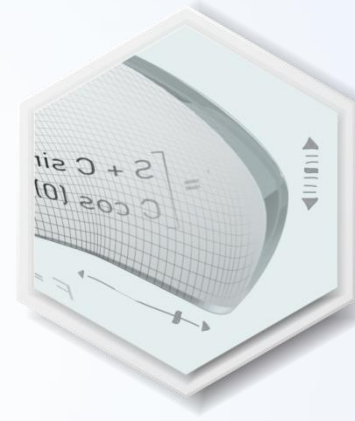
INTELLICORRIDOR™

Allows Shamir's designers to control the power profile of the lens, giving variable emphasis to the power for every given point on the lens



FREEFRAME TECHNOLOGY™

A groundbreaking design tool that automatically adapts the lens design to the frame size and shape



DIRECT LENS TECHNOLOGY®

A total lens processing package including software, hardware and production, that yields the most personalized progressive lens

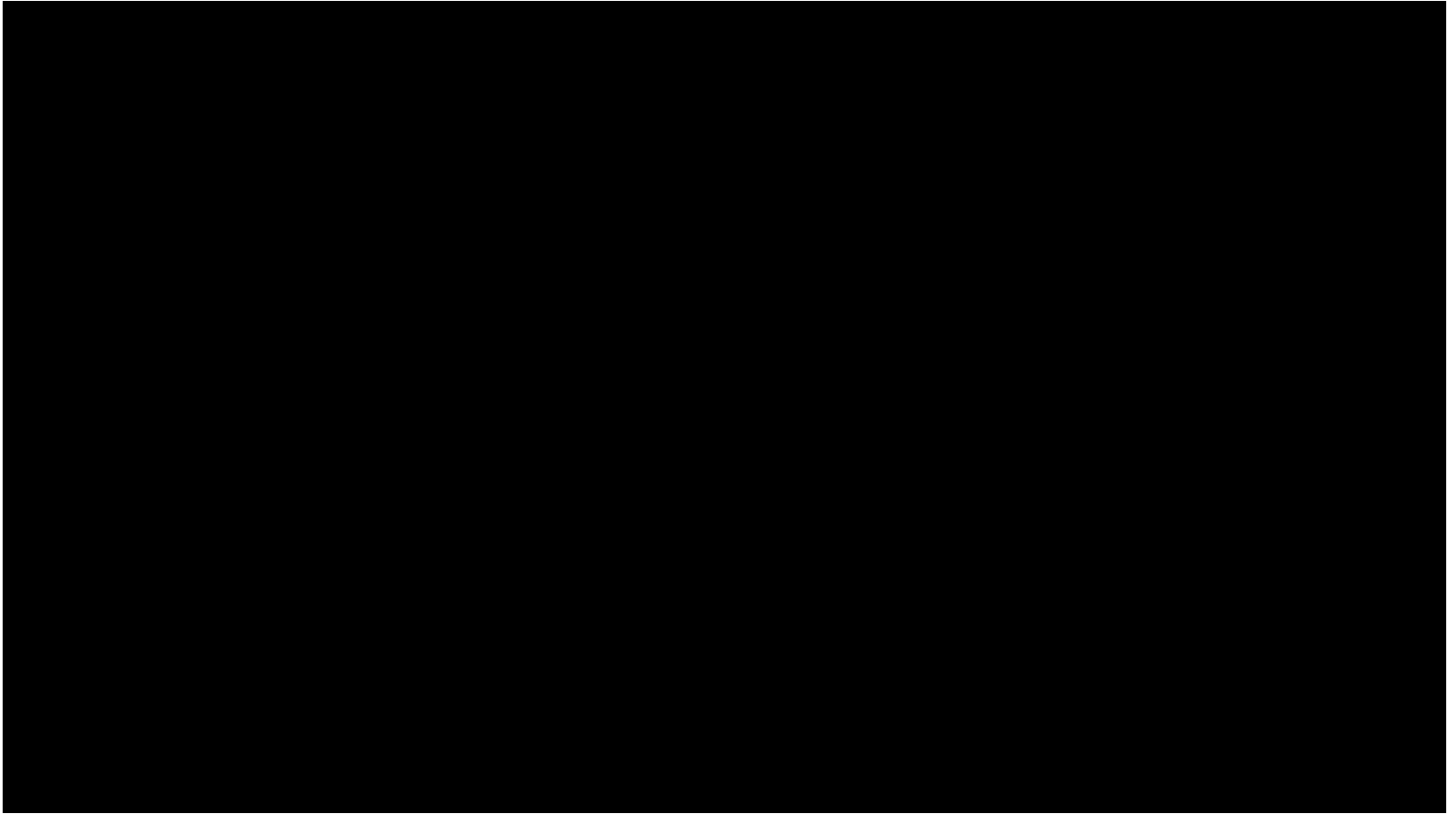
EYE-POINT TECHNOLOGY® III

THE REAL WORLD VISION EXPERIENCE

Seeking to overcome the problem of different prescription-related viewing experiences through the same width viewing zone of the lens, and questioning what the patient truly sees, Shamir has applied reverse engineering to its technology. Starting by defining the size of the object we want patients to see, Shamir's Eye-Point Technology III is now able to simulate real world images and support the design of lenses that provide an improved viewing experience for all patients regardless of lens power and frame choice.



EYE-POINT TECHNOLOGY® III



AS-WORN QUADRO™

PERFECT VISION FOR ANY FRAME CHOICE

As-Worn Technology™ ensures that the patient's experience of the prescription once the lens is fit into the frame, is exactly the same as when originally measured by the optometrist, giving the patient the same viewing comfort and visual acuity. Multiplying the design dimensions by four, As-Worn Quadro improves on this technology, allowing Shamir Autograph III to provide four times greater design stability to frame tilt variations in any chosen frame.

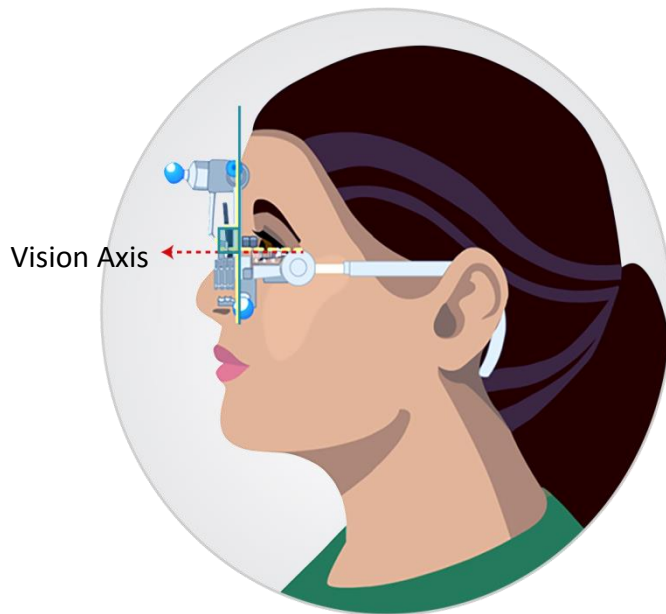


AS-WORN QUADRO™

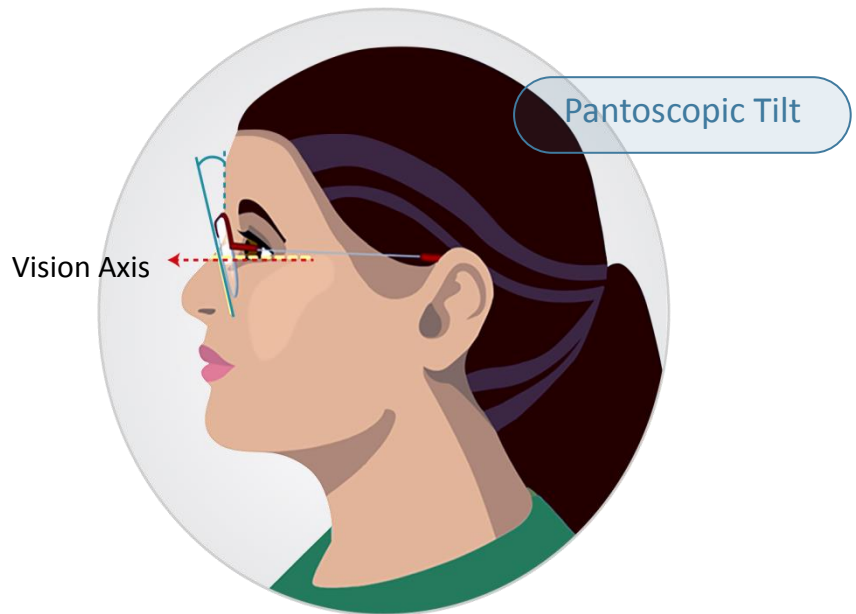
THE DIFFERENCE BETWEEN THE TRIAL FRAME & THE PATIENT FRAME

PANTOSCOPIC TILT:

TRIAL FRAME



PATIENT FRAME



Default: 9°

AS-WORN QUADRO™

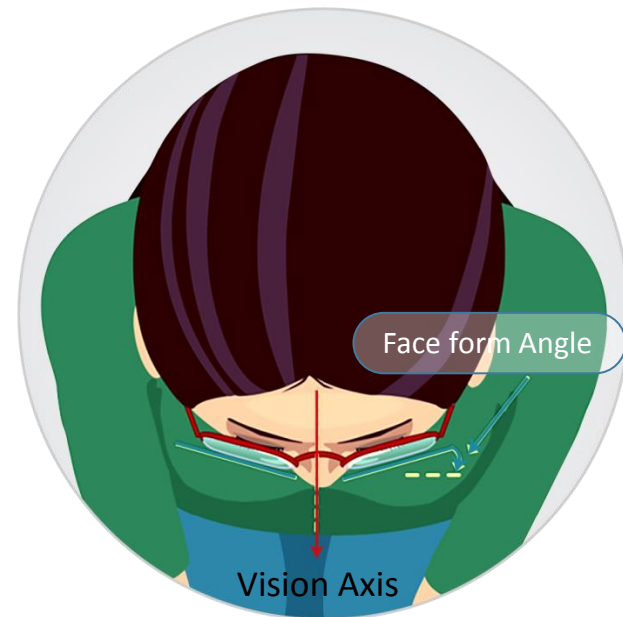
THE DIFFERENCE BETWEEN THE TRIAL FRAME & THE PATIENT FRAME

FACE FORM ANGLE:

TRIAL FRAME



PATIENT FRAME



Default: 5°

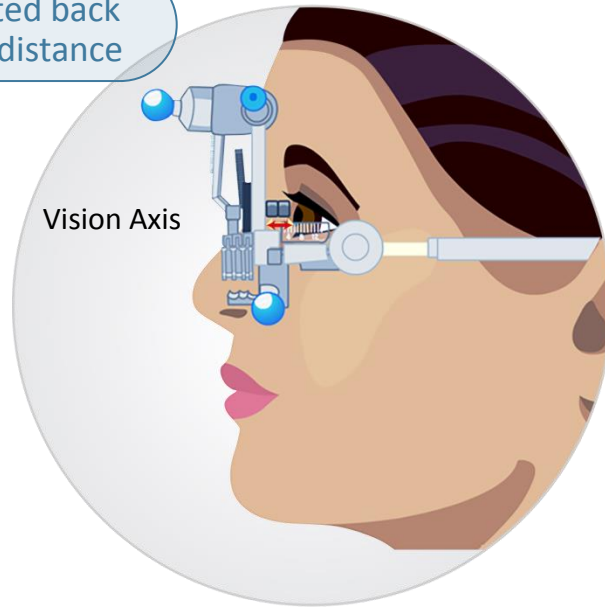
AS-WORN QUADRO™

THE DIFFERENCE BETWEEN THE TRIAL FRAME & THE PATIENT FRAME

VERTEX DISTANCE:

RVD

Refracted back vertex distance



BVD

Fitted back vertex distance



Default: **13mm**

AS-WORN QUADRO™



As-worn Technology™ bridges the geometric difference of the trial frame
and the actual frame chosen by the patient

AS-WORN QUADRO™

PATIENT DETAILS REQUIRED FOR FREEFORM LENS PRODUCTION

Patient Prescription:

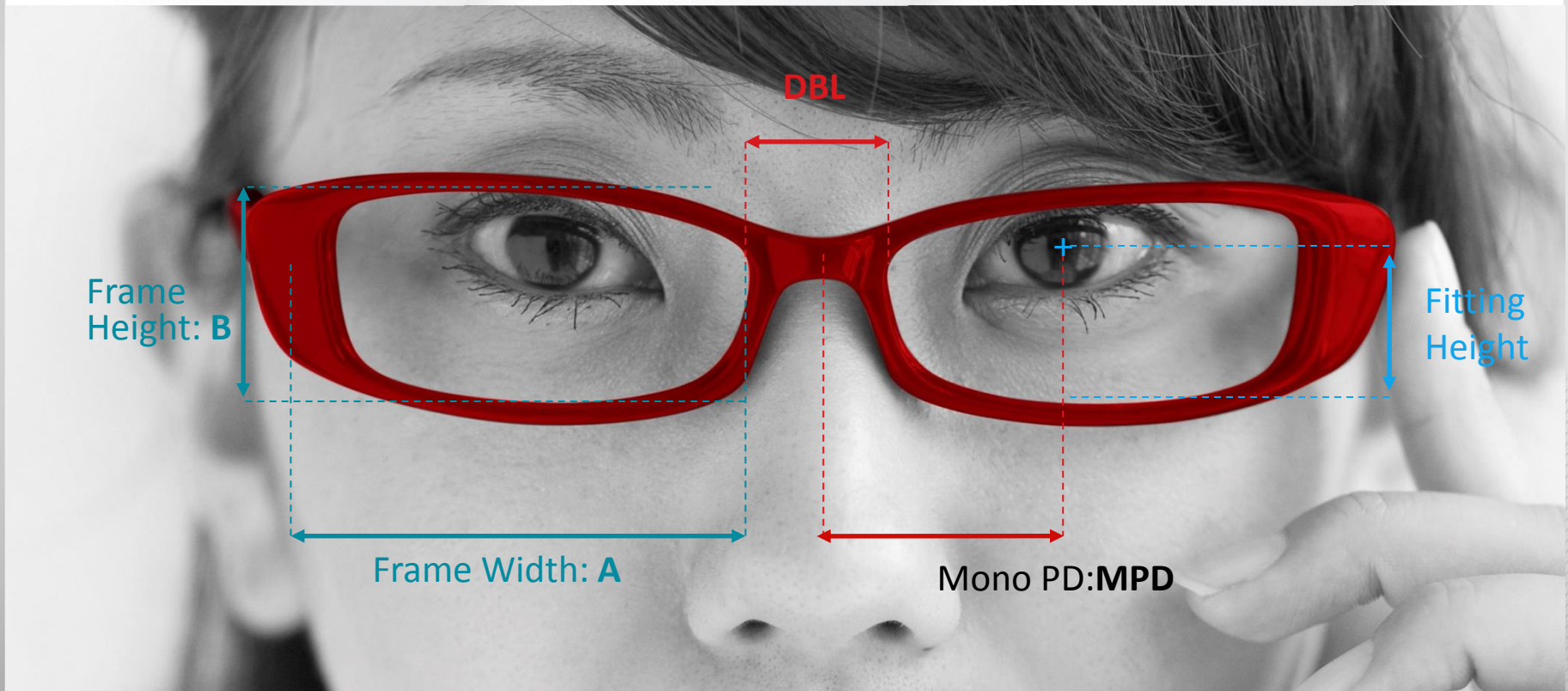
RX, CYL, ADD, PRISM

Pupil Position:

Mono Far PD &
Fitting Height

Frame Data:

A, B, DBL, ED -
or frame trace file



NATURAL POSTURE™

NEW ERGONOMIC DESIGN CONCEPT

The near viewing zone in Shamir Autograph III is dynamically located within the lens corridor, taking into account the positive or negative power of the prescription. This reduces the need to tilt the head forward or back, or alternatively to lower or raise a book when reading in an attempt to find the right viewing distance and angle. Any postural discomfort is thereby minimized and patients are ensured a comfortably natural posture during near viewing.



INTELLICORRIDOR™

UNIQUE POWER PROFILE FOR CLEARER VISION

This new technology allows Shamir's designers to control the power profile of the lens, giving variable emphasis to the power for every given point on the lens. Shamir Autograph III is therefore optimally suited to meet the visual needs of today's modern lifestyles that include frequent use of digital devices, without compromising on optimal viewing comfort for every viewing distance and activity.



FREEFRAME TECHNOLOGY™

A groundbreaking design tool that automatically adapts the lens to the frame size and shape.

It dynamically adjusts the corridor length and moves the reading zone to the most optimal position in the frame.

Used in conjunction with Shamir's Autograph II™, winner of the OLA, 2010 Award of Excellence for best lens design.



FREEFRAME TECHNOLOGY™

Shamir
Autograph
FreeFrame™



Shamir Autograph FreeFrame™: Top Performing Freeform Lens



DIRECT LENS TECHNOLOGY®

A total lens processing Package including software, hardware and ongoing customer support.

It is based on a number of elements including Shamir's innovative Freeform data-computing software Prescriptor™, Shamir's Eye-Point Technology®, Customized back surface optics and today's latest approach to lens processing.

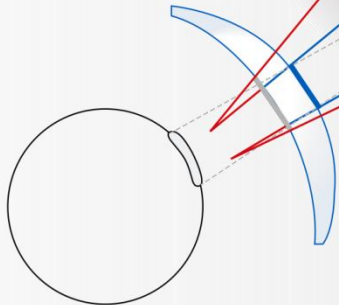
Combines Rx prescription and selected frame data with advanced Lens design to create a personal lens surface file.



DIRECT LENS TECHNOLOGY®

FRONT

Surface narrow
field of vision



BACK

Surface wide
field of vision



Back-surface optics is an innovative way of expanding the field of vision by bringing the fields of **vision closer to the eye**. It also helps to **reduce the "Wave Effect"** and shorten adjustment periods.

SPARK MI

REDEFINE THE MEASURING EXPERIENCE



Spark Mi looks like an ordinary tabletop mirror, but it is actually a measurement tool. Your client looks in the mirror wearing their glasses, you simply click, and Spark Mi captures the image.



Just the one picture is all that's needed for computerized measuring of all the required parameters, with precision accuracy.



And sunglasses pose no problem. Spark Mi clearly sees the client's pupils even through dark lenses, making measuring as accurate and easy as with clear lenses.



You can say goodbye to gadgets, rulers, and customer discomfort. Measuring for new glasses is now quick, easy, comfortable and precise.



SHAMIR

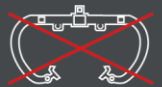
SPARK MI

REDEFINE THE **MEASURING EXPERIENCE**

LEADING ADVANTAGES



MEASURES EVEN WITH DARK SUNGLASSES!



NO GADGETS, CLIPS OR RULERS REQUIRED



ALSO SERVES AS AN ORDINARY STYLISH MIRROR



TO OPTOMETRIST'S PC



EXPORTS MEASUREMENTS TO ORDERING SYSTEMS



INTUITIVE AND EASY TO USE

SHAMIR PANORAMETER III™



Pantoscopic Tilt



VERTEX DISTANCE

Read the distance from the back surface of the lens to the cornea.



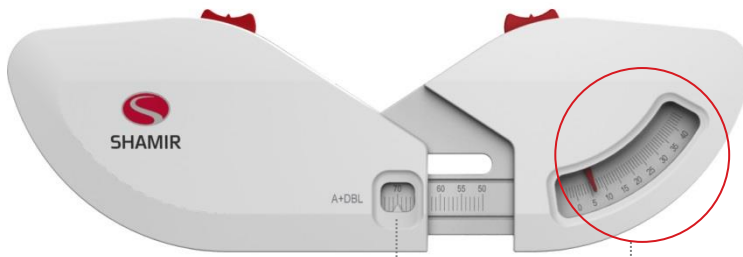
PANTOSCOPIC TILT

Attach the vacuum pump to the lens, placing it on the mark indicating patient's pupil. Read the tilt.



FACE FORM ANGLE

Enter the patient's PD measurement in the PD window and lock.



PD Scale

Face from angle

WHAT IS INOTIME™?



Revolutionary new service that gives you, the Eye Care Professional, a decisive competitive advantage.



IT'S FOR YOU, THE ECP

InoTime allows you to provide premium Rx lenses in as little as 3 hours from order to delivery!



Advanced technology that delivers personalized Rx lenses, progressive and SV, in as little as 3 hours.



AND YOUR CUSTOMERS

Tourists, business people on their lunch break, emergency services for those who lost or broke their glasses. Anyone living a fast-paced modern life can now get a new pair of Rx glasses in as little as 3 hours!



Guarantee of high speed + premium quality, because it's backed by Shamir, a world leader in optics.



DELIVERY IN AS LITTLE AS 3 HOURS! AND HERE'S WHY...



01 ▶

INNOVATIVE
TECHNOLOGY



INNOVATIVE TECHNOLOGY

InoTime uses an advanced new technology.

02 ▶

EXTENSIVE
EXPERIENCE



EXTENSIVE EXPERIENCE

Backed by over a decade of quality lens production using Freeform technology.

03 ▶

FINEST
MACHINERY



FINEST MACHINERY

Utilizes the latest cutting-edge precision machinery.

04 ▶

PERSONAL
DELIVERY



PERSONAL DELIVERY

Every order is hand delivered to meet our promise: as little as 3-hours from door-to-door.





MARKET OVERVIEW

Eye Correction Needs &
the Ophthalmic Market



SHAMIR

An Innovative Leader in the
Ophthalmic Lens market



SHAMIR

Technologies



SHAMIR

Products



SHAMIR

Financials

SHAMIR'S RANGE OF LENSES



LIFE IMPROVEMENT LENSES



PERFORMANCE LENSES



OCCUPATIONAL LENSES



FF BIFOCAL LENSES



SINGLE VISION LENSES

VERY BEST

Shamir Autograph III®

Shamir Attitude III™
Sport & Fashion

Shamir SV III As Worn™
Shamir Attitude III™ SV

BEST

Shamir Autograph
InTouch™ As Worn

GOOD

Shamir Spectrum+™
Shamir Urban™
Shamir Autograph
InTouch™

Shamir Golf™
Shamir Ski™
Shamir Run™

Shamir Computer &
WorkSpace™
Shamir Smart Office™
Shamir Relax™

Shamir Duo™

ENTREE

Shamir FirstPAL™

01



LIFE IMPROVEMENT LENSES

VERY BEST

Shamir Autograph III™

BEST

Shamir Autograph InTouch™ As Worn

GOOD

Shamir Spectrum+™

Shamir Urban™

Shamir Autograph InTouch™

ENTREE

Shamir FirstPAL™



SHAMIR AUTOGRAPH III®

A NEW VISUAL EXPERIENCE



Eye-Point Technology III®

Adapted to differing prescription-related visual experiences of hyperopic and myopic



Natural Posture™

Incorporates Shamir Eye-Point Technology III® for a clear view of the world as it really is



IntelliCorridor™

Absolute visual solution for all day activities at any viewing distance



As-Worn Quadro™

Variable corridor length with a minimum fitting height of 11mm, Also available in four fixed corridor lengths with minimum fitting heights: 11mm, 13mm, 15mm, 18mm

ADD:
0.75 - 4.00

SHAMIR AUTOGRAPH INTOUCH™ & INTOUCH™ AW

VISION FOR THE DIGITAL AGE



- Multi-purpose lens with advanced optical design and IntelliCorridor™ and As Worn™ Technology
- Significantly improved visual clarity in the 40cm-70cm viewing range
- Provides particular viewing comfort for handheld digital devices
- Extra soft lens design for easy transition between viewing zones, and uncompromised acuity at all viewing ranges
- Minimum Fitting Heights:
15mm, 18mm

ADD:
0.75 - 3.50

SHAMIR SPECTRUM+™

THE ERGONOMIC EVERYDAY LENS



- Utilized natural posture™ technology which significantly improved vision clarity
- Viewing zones are up to 20% wider than in standard progressives
- Provide the perfect optical solution for every frame
- Near viewing zone optimally positioned for natural posture and comfort while reading
- Minimum fitting heights: 14mm, 16mm, 18mm

SHAMIR URBAN™

YOU IN THE CITY



- Particularly soft lens, designed for dynamic city life
- Suits any frame, with unique suitability to large frames
- Offers optimal viewing comfort for every activity at any range
- Incorporates IntelliCorridor™ Technology for optimal adaptation to fast-paced city life
- Minimum fitting heights: 16mm, 19mm

SHAMIR FIRSTPAL™

A SOLUTION FOR YOUNG PRESBYOPES



- Unique optical solution for young presbyopes
- Special design makes it easier to enter the world of progressive lenses
- Extremely clear and wide far vision
- Wide and comfortable reading zone
- More affordable for patients than progressive lenses
- Minimum fitting height: 15mm



ADD:
0.75- 1.50

02



PERFORMANCE LENSES

VERY BEST

Shamir Attitude III™ Sport & Fashion

GOOD

Shamir Golf™

Shamir Ski™

Shamir Run™





SHAMIR ATTITUDE III® SPORT

CHOOSE YOUR ATTITUDE

- The perfect sunwear choice for dynamic sports and an active lifestyle
- A new design with Shamir's widest far vision zone, providing stable most vision below the fitting point
- Enlarged intermediate vision zone for better view of the immediate area during sports activities
- Designed with Eye-Point Technology III®

SHAMIR ATTITUDE III® FASHION

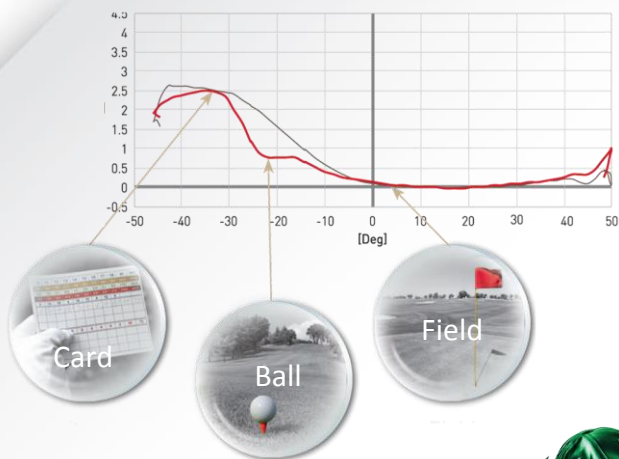
CHOOSE YOUR ATTITUDE



- The first choice for everyday prescription sunwear
- The next generation of the successful Shamir Attitude®, improved in every way
- Balanced far, intermediate and near vision
- Designed with Eye-Point Technology III®

SHAMIR GOLF™

LENSES DESIGNED WITH THE GOLFER IN MIND



- Provides the golfer with a more comfortable golfing experience than the conventional progressive lenses
- Sharp viewing in all three crucial focal areas the far distant green, the ball at the player's feet, and the score card in his hand
- Enhanced peripheral vision
- Utilizes Shamir's As-Worn Technology™
- Designed to suit wraparound frames
- Available as progressive and SV lens
- Extra-protection safety materials
- UV and Blue Light protection
- Colours specially suited to golf
- Minimum fitting height: 19mm

SHAMIR SKI™

LENSES DESIGNED WITH THE SKIER IN MIND



- Designed to suit wraparound sports frames
- Provides panoramic vision with minimum side distortions
- Extra-protection safety materials
- Including recommended colours for skiing with alternative fashion colours available, all with 100% UVA and UVB protection
- For SV and progressive wearers, seeking a solution to maximize their performances while skiing
- Minimum fitting heights: 15mm, 18mm

SHAMIR RUN™

LENSES DESIGNED WITH THE RUNNER IN MIND



● Offering a large and carefully positioned mid-range viewing area

● Lens areas for peripheral and distance viewing have been optimized while minimizing distortion

● Provides sharp focus in all three of the runner's important focal zones: Sharp distance viewing, safety zone (monitoring the mid-range), and near (checking pedometer, etc.)

● Suitable for walking or running: ensures sharp focus whether moving at high or low speed

● For indoor or outdoor use - sharp focus is as important in the gym as it is on the road.

● Minimum fitting height: 19



03



OCCUPATIONAL LENSES

GOOD

Shamir Computer & WorkSpace™

Shamir Smart Office™

Shamir Relax™



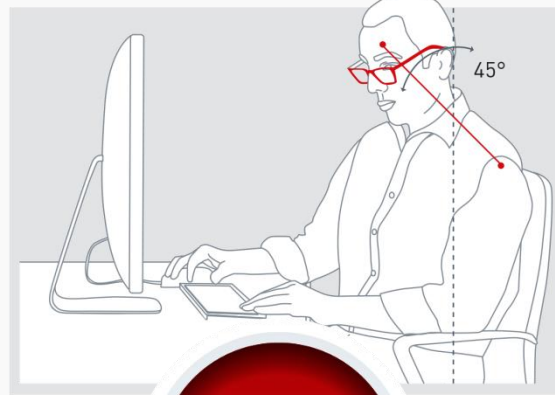
THE LENSES THAT EFFECTIVELY ALLEVIATE COMPUTER VISION SYNDROME (CVS)

Computer Vision Syndrome

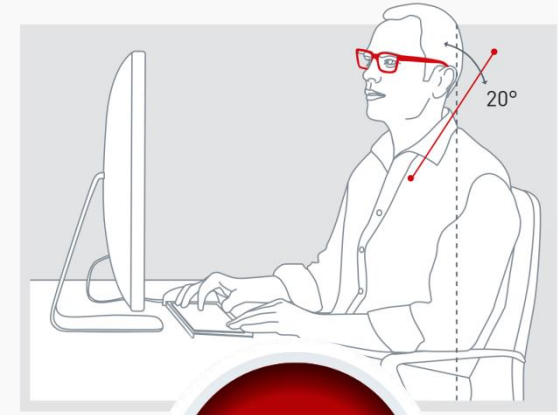
The orthopedic problems that result from prolonged muscle strain due to attempts to achieve optimal eye-screen interaction.



Shamir
Computer &
WorkSpace



Single
Vision



Progressive
& Bifocal

SHAMIR COMPUTER™ & SHAMIR WORKSPACE™

KEEPING THE OFFICE IN PERFECT FOCUS JUST GOT EASIER



- Advanced Freeform lenses with special optical design for focus on the computer screen and the close working environment
- Customized to varied work needs
- Allows perfect vision for both reading and computer use very low distortion level
- Covers wide range of prescriptions: reading power of -6.00 to +8.00[D]
- Helps prevent the discomfort of Computer Vision Syndrome
- Minimum fitting height: 14mm

Continuous
Dynamic Power:
0.75-2.25

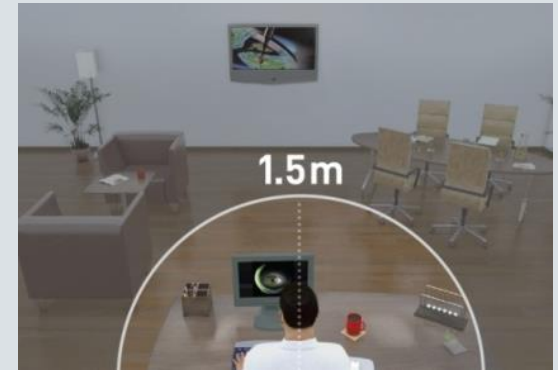
SHAMIR COMPUTER™ & SHAMIR WORKSPACE™

KEEPING THE OFFICE IN PERFECT FOCUS JUST GOT EASIER

LENS
can help
YOU...

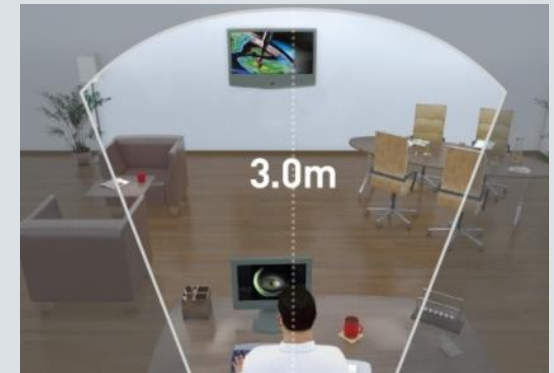
Shamir Computer

Excellent vision for close tasks
with an optimal depth of field up
to 1.5m



Shamir WorkSpace

Excellent vision for close tasks or
mid distance viewing with an
optimal depth of field up to 3m



SHAMIR SMART OFFICE™

PERFECT VISION THROUGHOUT THE OCCUPATIONAL ARC



- Premium Freeform lens perfectly tuned to the individuals needs
- Customized back surface optics with an optical accuracy of 0.01D
- A premium reading lens solution
- Personalized to each Individuals occupational arc details
- Suitable for any presbyopic patient requiring clear concentrated vision over a near/intermediate working area.
- Alleviates the symptoms of Computer Vision Syndrome (CVS)

SHAMIR RELAX™

THE LIFE IMPROVEMENT LENS

- Freeform Single Vision lens with 0.65 [D] ADD power in the lowest part of the lens
- General daily use as for any other SV lens
- Suitable for any close working environment
- Reduces eyestrain and fatigue associated with prolonged intermediate and near vision tasks
- Aspheric design with no distortions
- Customers doesn't find it different from regular SV lenses
- No distortion or swim effects
- Fitted as regular SV lens
- Minimum fitting height: 16mm



04



FF BIFOCAL LENSES

GOOD

Shamir Duo™



SHAMIR DUO™

A NEW VISUAL HARMONY



- Improved appearance - Eliminates the visible dividing line between vision zones
- Improved visual performance - visual continuity between vision zones
- Suitable for sunglasses - tinted, photochromic and polarized and for a range of advanced coatings including Shamir Glacier Plus™
- Available in a wide variety of materials including high index for thin and aesthetic lenses

05



SINGLE VISION LENSES

VERY BEST

Shamir SV III As Worn™

Shamir Attitude III™ SV



SHAMIR SV III AS WORN™

NEXT GENERATION SV VISUAL EXPERIENCE



- High performance SV lens
- Custom designed per patient prescription and frame choice
- Wider viewing fields ensured by advanced design and production technologies
- Utilizes Shamir`s eye point technology III™
- Utilizes Shamir`s As-Worn Quadro™ technology

SHAMIR ATTITUDE III® SINGLE VISION

CHOOSE YOUR ATTITUDE



- Optimal design for any frame size, shape and tilt
- Greater optical design stability for any frame - large or small, wraparound or flat
- Unique lens design for large frames with expanded peripheral vision

SPECIAL MATERIALS

SHAMIR BLUE ZERO™

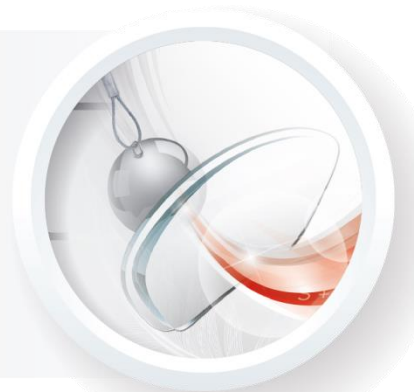
Shamir has developed an SFSV lens with built-in protection from the potential harm of artificial light, which is increasingly present in everyday life. Blue Zero absorbs HEV, or blue light, while maintaining lens clarity. SHAMIR Blue Zero is today's best way to protect your patients' visual and general health.



SHAMIR DLC™

(Trivex)

Lenses made with Trivex® material provide the complete package of precision optics:
Ultra-lightweight comfort, strength and protection



SPECIAL MATERIALS

Transitions®

Transitions lenses are photochromic lenses which activate and darken when exposed to UV rays. The molecules constantly recalibrate so the optimal amount of light reaches your eyes whether you are in bright sunlight, under cloud cover or indoors.



Transitions® DRIVEWEAR®

Designed to maximize the eye's natural abilities in each of the different light conditions encountered both outdoors in direct light and behind the windshield of a car.



SHAMIR BLUE ZERO

A LENS WITH BUILT-IN PROTECTION

SHAMIR BLUE ZERO IS TODAY'S BEST WAY TO PROTECT VISUAL AND GENERAL HEALTH, WHILE PROVIDING A RANGE OF ADVANTAGES:

- Reduces amount of HEV light reaching the retina while maintaining optimal visual acuity
- Effective protection, preserving visual health
- Clarity of lens ensures comfortable vision in any environment and light conditions
- Reduces eye strain
- Reduces eye strain
- Wide suitability: For children, adults, prescription or non-prescription lenses

SHAMIR DLC™ (TRIVEX)

A WINNING COMBINATION!

Shamir's optical expertise combined with the scientifically advanced Trivex® material

D for Durability

Ideal for rough and tumble play, engaging in sport, working in a hazardous environment, or for general every day protection Against life's surprises offers 100% UV protection against the sun's harmful rays.



L for Lightweight

Trivex® material is among the most lightweight materials available today!



C for Clarity

Based on lens material specially developed for optical precision, Shamir DLC lenses optimize every prescription and maximize the viewing experience with clear sharp vision.



Transitions®

Transitions lenses are photo chromic lenses which activate when exposed to Ultra Violet radiation (UV rays).

When the UV light diminishes, the lenses fade back to clear. Transitions lenses help reduce glare as they automatically adapt to outdoor light intensity, improving contrast so patients can see more clearly and feel less eye fatigue.

Transitions® Signature™ VII



Clear
Indoors

Dark
Outdoors

Transitions® XTRActive



Virtually
Clear Indoors

Darker
Outdoors

Transitions® DRIVWEAR®

Drivewear is powered by using Transitions® Photochromic Technology and the NuPolar® polarization technology.

Drivewear's three different "stages" have all been designed to maximize the eye's natural abilities in each of the different light conditions encountered both outside in direct light and behind the Windshield of a car.

LOW LIGHT / OVERCAST
CONDITIONS:

High contrast green /
Yellow color



BEHIND THE
WINDSCREEN:

Daylight / Driving
conditions
Copper color



BRIGHT LIGHT / OUTSIDE
CONDITIONS:

Dark reddish brown color



SHAMIR SAFETY



Creating All-in-One eye protection solutions by combining cutting-edge lens technology with frames designed to be tough and beautiful

- Designed, manufactured and tested by Shamir Occupational Health and Safety (OHS), providing the perfect combination of outstanding safety frames with state of the art lens designs, quality assured and certified globally with the strictest global standards.
- Certified safety lens fitting lab with in-house testing lab and single point of production location ensuring highest manufacturing quality.
- Our Brand: Eyres, Well known Australian brand, founded in 1989, Created and tested in the harsh Australian climate, Designer of innovative customized solutions.

SHAMIR SAFETY

- Providing eye protection for all potential risks in a variety of work environments and intense physical activity as Industry, public works, construction, aeronautics, pharmaceutical, sport and the military.
- Creating Safety Eyewear solutions that combines best function, comfort and beautiful form for a perfect user experience.
- Eye protection for both RX and Plano.
- Innovative cutting-edge frame technology using a variety of materials to meet every need: Polycarbonate, Grylamid (TR90ZZ), Stainless steel, Aluminum and Titanium.
- A range of lens materials including Polycarbonate, Trivex and tinted NXT.
- Superb high-quality progressive and Single Vision lenses for RX solutions using Shamir Attitude III™, Shamir Attitude III™ SV and Shamir Autograph III®.

SHAMIR SAFETY

- Shamir's outstanding coating expertise with specific lens treatments: Anti-Fog, Anti-Reflection, Hydrophobic, Oleophobic, Anti-Static, Polar-X, Infra-Red, Blue shield and Photochromic.
- Range of frames that are certified for powers between -5 and +5 and up to a 3D Cyl.
- Certified to standards internationally:
Australia AS/NZS1337 Europe EN166 United States ANSI Z87.1 plus MIL specifications for us army ballistic requirements.



SPECIAL COATINGS

SHAMIR GLACIER PLUS™ UV

The optimal lens coating that won't wear off or scratch now with:

- UV protection
- Improved anti-reflection
- Super Hydrophobic
- Enhanced Anti-Static
- Durable



SHAMIR GLACIER™ ACHROMATIC UV

Offers all the benefits of an advanced lens coating

- UV protection
- Improved anti-reflection
- Super Hydrophobic
- Enhanced Anti-Static
- Durable



SPECIAL COATINGS

SHAMIR GLACIER BLUE SHIELD™ UV

New lens coating that leaves the lens clear

- Minimizes the proportion of HEV light reaching the retina
- Provides effective protection, preserving visual health
- Offers a clear lens for comfortable vision in any environment
- Reduces eye strain
- Improved anti-reflective properties of rear lens surface for comprehensive UV protection
- Suitable for any wearer: children, adults, ametropes or emmetropes



3

SHAMIR GLACIER SUN™ UV

Achromatic coating specially designed for sunwear

- Maintains color does not change lens tint and protects color from fading
- Extra UV protection absorbs dangerous reflected radiation, minimizes glare
- Scratch resistant protects against damage in day-to-day use
- Easy clean water, stain, grease and fingerprint resistant, and anti-static dust repellent



4

SHAMIR POWER MIRRORS

Shamir Power Mirrors is a new treatment that comes in a range of six high-density, highly reflective colours.

The Power Mirrors collection is available in these six fashionable colours:

SILVER	BLUE
GOLD	RED
GREEN	ORANGE

The outer layer of the Power Mirror coating features advanced hydrophobic and oleophobic properties, so they clean quickly and easily.

Result: your prescription in a deep colored sunglass with a high-end mirror finish – the perfect companion for both your sport and fashion sunglasses.




SHAMIR



MARKET OVERVIEW

Eye Correction Needs &
the Ophthalmic Market



SHAMIR

An Innovative Leader in the
Ophthalmic Lens market



SHAMIR

Technologies



SHAMIR

Products

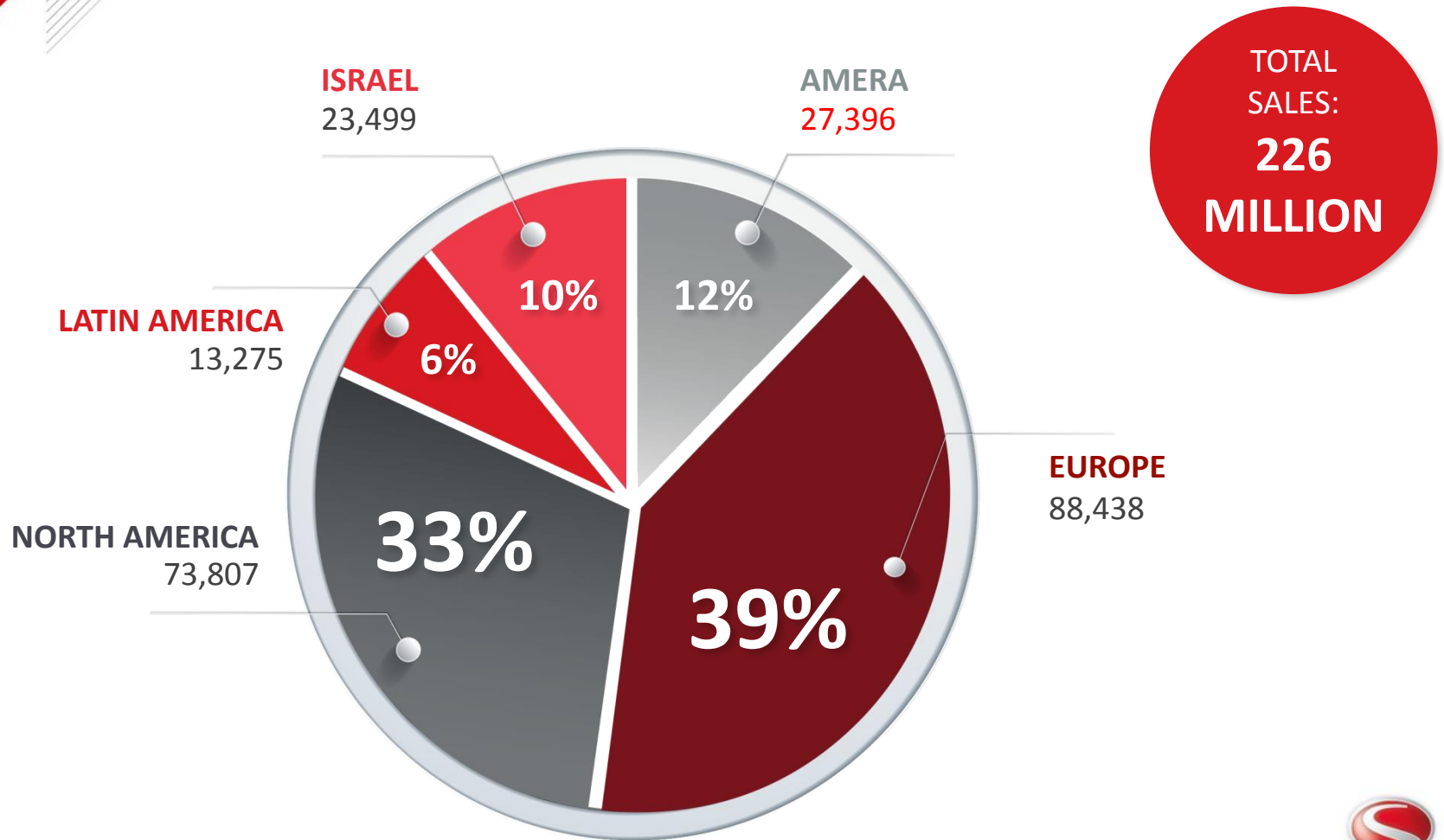


SHAMIR

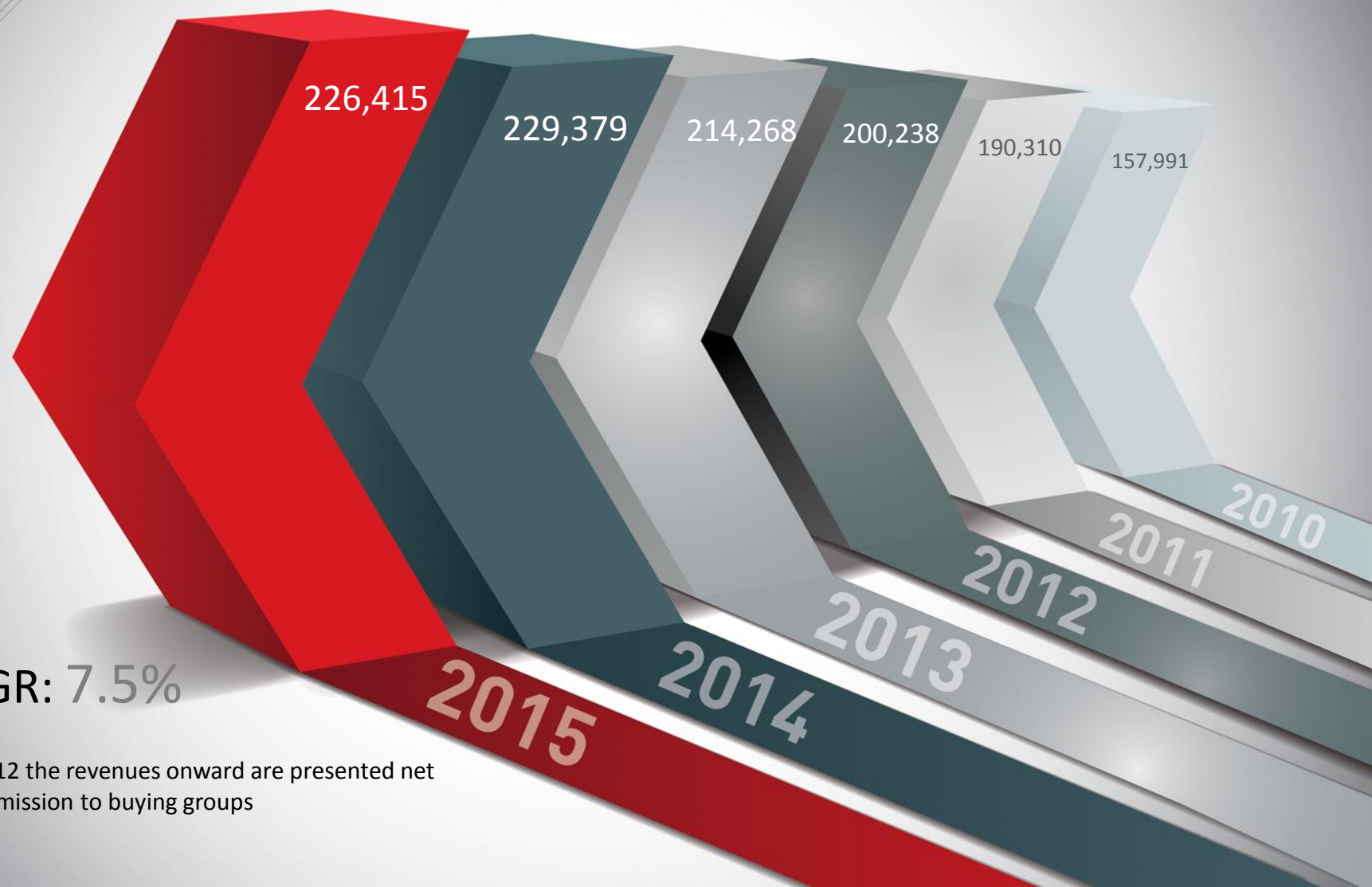
Financials

SALES BY REGION 2015

USD (IN THOUSANDS)



SHAMIR SALES: 2010-2015 (THOUSAND \$)



CAGR: 7.5%

* In 2012 the revenues onward are presented net of commission to buying groups

Shamir Optical: Strategic
Message

A LEADING
INNOVATIVE
BRAND, SERVING
AND PRODUCING
FOR ECPS
WORLDWIDE





SHAMIR

THANK YOU