Advancing Eyecare Insider

Employee Newsletter | Issue 5 | May 2023

Our New Structure & Ultimate Goal

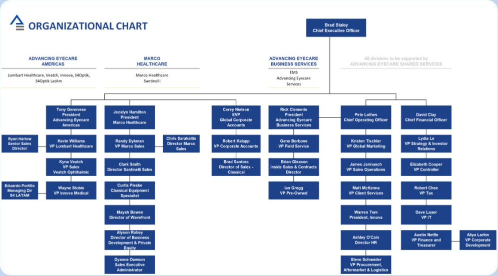
Can you believe it's already almost June? Time flies when you're having fun.

Over the years, we've helped thousands of independent providers, private practices, institutions, hospitals, teaching facilities, and eye care providers across North America to implement solutions to best serve their patients. As we grow, we remain committed to our ongoing pursuit to provide best-in-class solutions to our customers. Our company will always be committed to helping doctors with what matters most to them…to practice medicine and improve positive patient outcomes.

We recently shared with you the new structure of Advancing Eyecare with four key divisions: **Advancing Eyecare Americas, Marco Healthcare, Advancing Eyecare Business Services, and Advancing Eyecare Shared Services**.

This structure will empower our company to expand our product and service offerings, streamline operational efficiencies, grow into new markets, and strengthen the overall financial health of our company.

We are well-positioned for the future and we will continue to work together to make this a great place to work!


ORGANIZATIONAL CHART
Brad Staley Chief Executive Officer
ADVANCING EYECARE AMERICAS
Lombart Healthcare, Veatch, Innova, S4Optik, S4Optik LatAm
MARCO HEALTHCARE
Marco Healthcare Santinelli
ADVANCING EYECARE BUSINESS SERVICES
EMS Advancing Eyecare Services
All divisions to be supported by ADVANCING EYECARE SHARED SERVICES
Tony Genovese President Advancing Eyecare Americas
Ryan Harlow Senior Sales Director
Kevin Williams VP Lombart Healthcare
Kyna Veatch VP Sales Veatch Ophthalmic
Eduardo Portillo Managing Dir S4 LATAM
Wayne Stobie VP Innova Medical
Jocelyn Hamilton President Marco Healthcare
Randy Dykman VP Marco Sales
Chris Sarakaitis Director Marco Sales
Clark Smith Director Santinelli Sales
Curtis Pieske Classical Equipment Specialist
Mayah Bowen Director of Wavefront
Alyson Robey Director of Business Development & Private Equity
Dyanne Dawson Sales Executive Administrator
Corey Nielson EVP Global Corporate Accounts
Robert Kalapp VP Corporate Accounts
Brad Santora Director of Sales - Classical
Rick Clemente President Advancing Eyecare Business Services
Gene Borbone VP Field Service
Brian Gleason Inside Sales & Contracts Director
Ian Gregg VP Pre-Owned
Pete Lothes Chief Operating Officer
Kristen Tischler VP Global Marketing
James Jarmusch VP Sales Operations
Matt McKenna VP Client Services
Warren Tom President, Innova
Ashley O'Cain Director HR
Steve Schneider VP Procurement, Aftermarket & Logistics
David Clay Chief Financial Officer
Lydia Le VP Strategy & Investor Relations
Elizabeth Cooper VP Controller
Robert Chee VP Tax
Dave Lauer VP IT
Austin Nettle VP Finance and Treasurer
Aliya Larkin VP Corporate Development

A Dedicated Focus: ESG at Advancing Eyecare

The Company adopted an Environmental, Social and Governance (ESG) Policy at the beginning of 2023. We are committed to driving a collaborative focus on ESG initiatives, striving to implement actionable objectives to enhance employee engagement, diversity, data security, safety risks and maintain a sustainable environment of which will make a positive contribution to society and our communities. The following are some initiatives we are focusing on at AEC:

Environmental

- Identify/adjust ordering to reduce frequency of shipments
- Evaluate facility lighting
- Increase recycling capabilities

Social

- Revise training and messaging to foster and promote diversity and inclusion
- Promote women's leadership and networking in Partnership with Optical Women's Association
- Performance review programs
- Cultivate learning and skill development opportunities

Governance

- Establish baseline DEI benchmarks and periodic reporting to track progress against goals
- Adhere to workplace health, safety and environmental regulations
- Establish education and training curriculum for employee awareness
- Protect privacy and confidential information of customers/employees

These efforts will make a positive contribution to our employees, our communities, and our society. For more information on ESG, please contact Lydia Le, Vice President, Strategy & Investor Relations (lle@advancingeyecare.com).

New Product Spotlight

pure&clean VISION
DAILY CLEAN
DAILY LID GEL
DAILY LID DROPS
NET WT. 1 FL. OZ. (30 ml)

pure&clean VISION
EQUIPMENT & SURFACE PREP
NET WT. 32 FL. OZ. (946 ml)

pure&clean VISION
HAND PREP
alcohol-free
non-toxic
non-irritating
NET WT. 2 FL. OZ. (59 ml)

Have you heard about our newest product line? Introducing Pure&Clean Vision!

Pure&Clean Vision products contain Hypochlorus Acid (HOCl), a molecule naturally produced by the human body's immune system to fight invading pathogens.

It is currently used in trauma and surgery centers, sports (the US Olympics used it for sterilizing athletic equipment and wrestling mats), and other areas of healthcare. Now, we have an incredible opportunity to bring this to eye care!

This product line is intended to offer a natural, non-irritating, non-pharmaceutical option to promote general eye health and reduce symptoms of common eye diseases, an alternative to harsh hand cleaning solutions, and a replacement for many toxic, chemical-based cleansers for surfaces and equipment.

There are three different applications of the Pure&Clean Vision solution:

- **Lid prep** (used to help reduce symptoms of MGD, blepharitis, dry eye, rosacea, and other ocular conditions)
- **Hand prep** (a hand cleanser designed for contact lens wearers) – a great substitute for hand sanitizer!
- **Surface prep** (used to clean and deodorize equipment and surfaces without harsh chemicals)

One doctor recently referred to it as "the new Windex!" (referring to a well-known quote from 'My Big Fat Greek Wedding'…..it means you can use it on practically everything!).

You will see it around our offices, in shipments going out the door, at tradeshows, on service calls, on our websites and more. Stay tuned!

Advancing Your Wellness

Building a Healthy Team is important at Advancing Eyecare. Our company's success depends on you. We spend many hours of the day together in person or virtually. That's why we want to make sure that our workplace helps you maintain or even improve your health. Good health is a resource that helps us all meet our goals.

We strongly believe that the everyday choices we make can help us live healthier and happier lives, both at work and at home. Therefore, we are announcing our new wellness program **"Advancing Your Wellness"** that will help all of us increase our knowledge about health matters, explore fun ways to eat healthier, improve our level of physical fitness, and more.

Our first theme will focus on the importance of staying hydrated (see the section below!). Keep a lookout for your official **Advancing Your Wellness** gift!

The program is completely voluntary, but we hope you'll find activities that inspire you to participate.

For example, **Cigna participants** have access to many health products and programs such as:

- Nutritional Meal Delivery Service
- Fitness Memberships and Devices
- Vision Care, Lasik Surgery, Hearing Aids
- Alternative medicine
- Yoga Products and Virtual Workouts

To access Log into myCigna.com and navigate to Healthy Rewards Discount Program or call 800.870.3470.

For our **non-Cigna participants,** we have found some free apps to assist in Advancing your Wellness:

- Down Dog – Yoga for Beginners
- MyNetDiary – Weight loss and nutrition assistant
- Headspace – meditation and mindfulness
- AllTrails – Houses a database of more than 100,000 trail maps to get you moving outside

Lynsey Strohl in Human Resources says that she'll be working towards many health goals of her own as part of her effort to build a healthy company at Advancing Eyecare. If you see her looking tired after a workout, give her a wave of encouragement!

Please encourage your coworkers to join in the fun and share your goals. After all, what better teamwork and support network could you have than the people you communicate with every day?

Stay tuned for more **Advancing Your Wellness** communications in the upcoming months! For more information or if you would like to contribute your ideas, please reach out to Lynsey at lstrohl@advancingeyecare.com.

Q1/Q2 2023 in Pictures

MARCO
Santinelli International
LOMBART Advancing Eyecare
S4 OPTIK
Valor extraordinario
Productos de alta calidad
Tarsus
INNOVA
owa
MARCO

The Importance of Hydration

Just about every health article you could ever read tells you to drink more water. You're probably tired of hearing/reading it. Well, we are going to say the same thing. In fact, we are even going to send you an awesome infuser water bottle to help you out.

Some things you may not know is roughly 2 out of every 3 people you see are chronically dehydrated. Even mild dehydration, as little as 2%, can impair your mood, short-term memory, concentration and motor skills. So, the next time you feel grumpy, can't remember something that happened yesterday or have trouble focusing, drink a tall glass of water. Drinking water is not the only way to stay hydrated. We get about 20% of our fluid intake from foods with high fluid content like cucumbers, watermelon, celery, strawberries grapefruit and spinach. Try having soup (with a low sodium content) for lunch.

Lastly, a recent myth about one the most loved morning beverages has been debunked! According to a study done in the UK, there is no evidence that moderate coffee consumption (up to 4 cups daily) contributes to dehydration. In fact, you may be even be able to count it towards your daily fluid intake!

A Great Customer Success Story

Advancing Eyecare is dedicated to providing the best service and support to our customers. Here's just one example where our teamwork, led by **Jon-Erik Aragon**, Territory Sales Manager for Lombart Healthcare, knocked it out of the park!

"We are an established private practice and needed to acquire new equipment and update the old. I reached out to Lombart on a whim after having worked with a different distributor for many decades and very thankful that I did.

Our Territory Sales Manager, Jon-Erik touched base with me in a matter of minutes and his advice, support, and follow through during this past year have been amazing and rare and much appreciated.

As practice owners we often juggle many things at once and updating diagnostic equipment is a very important and costly decision for the practice. Working with Lombart/Advancing Eyecare was a seamless process, and we most appreciate the ongoing support and relationship!"

-Dr. Michelle Kim, Gold Optometry (Los Angeles, California)

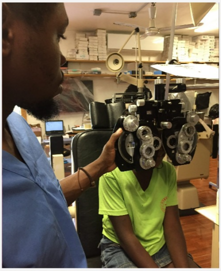
April 2023

Giving Back: Global Eye Project, Haiti

Lombart Healthcare has been helping Global Eye Project and Dr. Anshu Chandra for decades. We have sent many pre-owned lanes and instruments to her clinic in Haiti. While these lanes were a little older, they are still being put to good use for countless under-privileged patients at the clinic. Due to age and use, these lanes and instruments have needed service and professional attention. Dr. Chandra has been bringing phoropters back for service during her travels, each of which are serviced by our in-house expert, **Tai Nguyen**. Last year, retired Lombart employee, Liem Le, flew to Haiti and spent a week repairing and servicing 12 Zeiss slit lamps and various chairs/stands for which they were very thankful and grateful. Liem expressed the experience as one of the highlights of his life!

The Norfolk team has been very helpful in responding to Dr. Chandra's requests for parts and service. Many employees across the entire company, from the pre-owned team to repairs, administrative support, and shipping, provide countless hours of their expertise to support the Global Eye Project. It has been quite a collective effort!

Global Eye Project is grateful for the equipment and service Lombart has been able to donate over the years, and we hope we can continue helping this worthy cause for years to come.



Employee Directory for US Employees

As Advancing Eyecare continues growing, expanding, and changing, so does our team! In order to help everyone stay organized and up-to-date with their new teammates, we've put together an employee directory (for our US employees). This can be accessed through Paylocity, and the instructions are provided at the link below. OR coordinate with Ashley to get information on the International employee directory.

ACCESS DIRECTORY INSTRUCTIONS

We Want to Meet Your Pets!

We love all sorts of furry friends here at Advancing Eyecare and would love to see and share your pets in the next AEC Insider.

Send us a picture of your pets with their names here.

Interested in joining the Ambassadors Team?

The AEC Values Ambassadors meet monthly to brainstorm, promote, and reinforce our four key values across our entire employee base. If you are interested in becoming an ambassador, fill out this form.

Full Name

Job Function

Supervisor Name

Company

Location

Contact Information

Can you commit to attending a monthly 30-minute phone meeting?
☐ Yes
☐ No

SUBMIT

Welcome to All of Our Recent New Hires!

− JANUARY

- Grant Bidwell – AEC MGF, Belleville
- Robert Chee – Finance, Jacksonville
- Steven Cole – AEC MFG, Belleville
- Elizabeth Cooper – Finance, Jacksonville
- Duane Duarte – Warehouse Ops, Norfolk
- Soneang Padgett – Service Tech, Jacksonville
- Jelisa Ross – Accounting, Jacksonville

+ FEBRUARY

+ MARCH

+ APRIL

+ MAY

January to May Work Milestone Anniversaries

Thank you for your hard work & dedication over the years!

25+ years

- **Adonis Almacen – Service Team, Toronto, 26 years**
- **Toni Barber – Customer Service, Norfolk, 27 years**
- **Bill Barnes – AEC Services, 37 years**
- **Cheryl Bennett – Customer Care, Jacksonville, 29 years**
- **Hilly Donavan – Accounting, 27 years**
- **Lou Joyner – Purchasing, Norfolk, 37 years**
- **Angela Keaton – Sales Operations, Jacksonville, 27 years**
- **Tai Nguyen – AEC Services, Norfolk, 38 years**
- **David Readman – Innova Sales, 25 years**
- **Brad Santora – Marco Sales, 43 years**
- **Clark Smith – Santinelli Sales, 26 years**
- **John Thatcher – Service Team, Innova, 30 years**
- **Robert Zingrone – Operations, 25 years**

20 years

- **Heather Maione – Accounting, Toronto**

15 years

- **Enrico Borjas Contreras – Service Team, Quebec**
- **Kwesi Cuffe – Innova Sales**

10 years

- **Pablo Ramos Ortega – S4Optik Sales**
- **Susan Schofield – Marketing**

5 years

- **Edgar Andres Bustamante Rios – S4Optik Sales**
- **Seth Clark – Lombart Sales**
- **Alan De La Vega Gallegos – Operations, Mexico**
- **Todd Fluke – Lombart Sales**

1 year

- **Agnes Agustin – Accounting, Toronto**
- **Chris Allen – Finance, Jacksonville**
- **Jarrett Bruce – Santinelli Sales**
- **John Bulpit – AEC MFG, Belleville**
- **Molique Coates – AEC Services**
- **Ron Curran – AEC Services**

- **Melissa Gibson – Sales Operations**
- **Natalie Golling – Sales Operations**
- **Jerzy Gembura – Service Team, Canada**
- **Ryan Hanson – Lombart Sales**
- **Dustin Kerley – AEC Services**
- **Evan Morris – Lombart Sales**
- **Fahad Qureshi – Finance, Toronto**
- **C J Roche Santiago – AEC Services**
- **Sharon Vincent – Sales Operations**

- **Vincent Doyle – AEC MFG, Belleville**
- **Julie Fournaise-Auclair – Innova, Quebec**
- **Rodriguez Francisco – S4Optik, Mexico**
- **Kristofer Freed – AEC Services**
- **Matt Kendra – Lombart Sales**
- **Abuzar Khojaly – Service Team, Toronto**
- **Dani Tekonchuk – Sales Operations, Jacksonville**
- **Diego Mora – AEC Services**
- **Kaleb Orr – AEC MFG, Belleville**
- **Aaron Perez – Clinical/Tech Support, Toronto**
- **Paco Perez – Finance, Jacksonville**
- **Scott Pretty – AEC MFG, Belleville**
- **Lennin Reyes – AEC Services**
- **Guerrero Santiago – S4Optik, Mexico**
- **Cristina Solorio – Accounting, Mexico**
- **Ryan Whitaker – AEC MFG, Belleville**
- **Jack White – Santinelli Sales**

Congratulations to AEC Employees on Their Recent Promotions!

Rick Clemente – President Advancing Eyecare Business Services
Caroline Duperron – Corporate Accounts Manager INNOVA
Randy Dykman – Vice President Marco Sales
Brian Gleason – Director of Service Contracts & Inside Sales
Jocelyn Hamilton – President Marco Healthcare
Jonny Handy – Director Technical Services – West
Brandon Henry – Service Manage
Jay Mehic – Logistic Manager
Iulia Milicova – Senior Order Manager
Mathieu Paquette – Sales Representative, Ophthalmic Quebec – Centre
Lynsey Strohl – HR Generalist
Jared Stevens – Service Manager
Kevin Williams – Vice President – Lombart Healthcare

Do you have ideas for our next issue of The AEC Insider? SHARE NOW

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AEC Insider Issue 4 – January 2023

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ADVANCING EYECARE™

Our Name is Our Mission.

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