



Antoine Amiel

Vice-Chairman

New Look Optical Group

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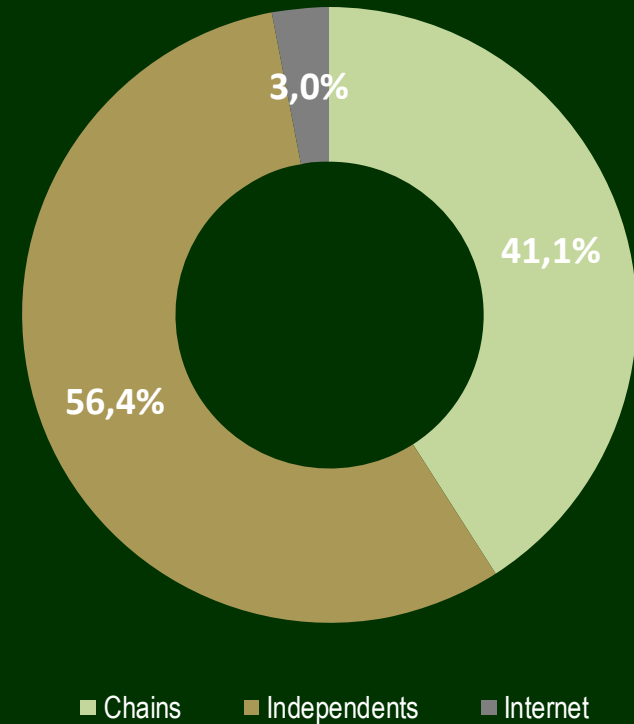
- 3 independent store networks => leverage retail brands



- 1 central factory / distribution center => leverage cost efficiencies
- In a public company => access funding for expansion

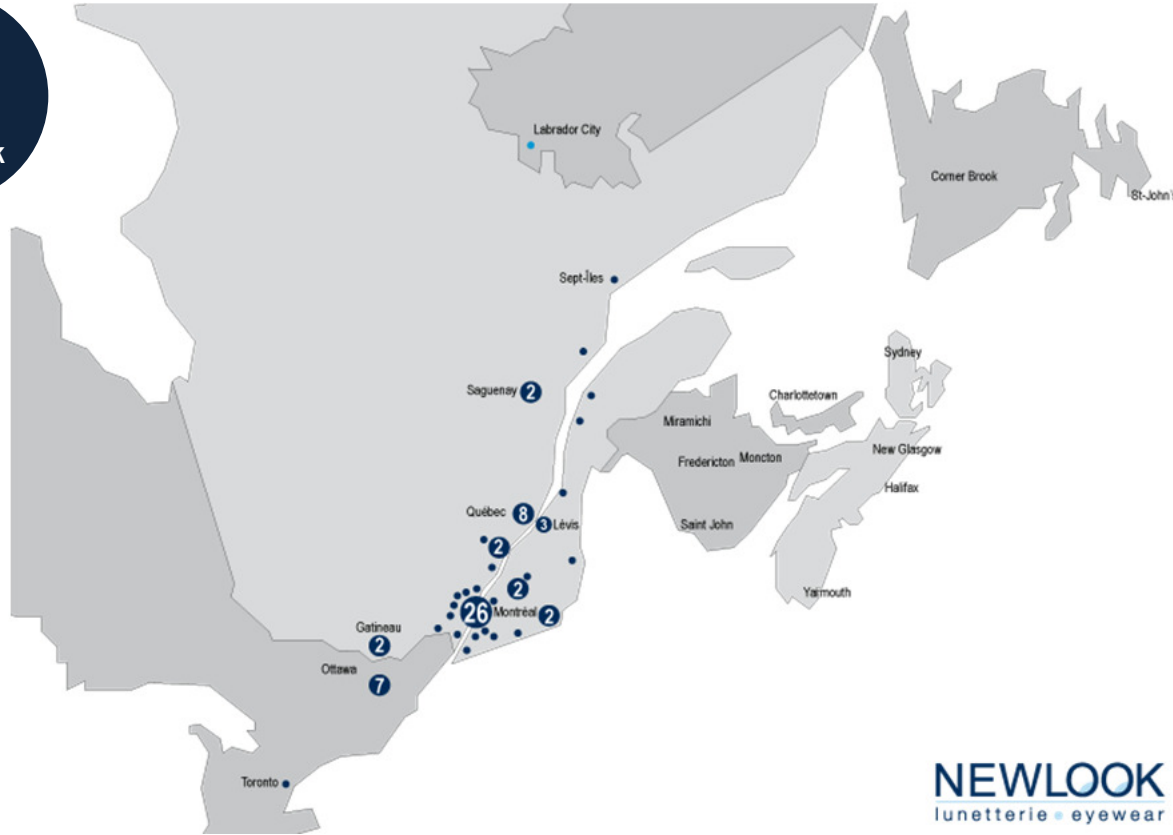
Canada

- **Country**
 - Area 3,8 M sq mi > USA
 - Population 35 M < California
- **Optical retail**
 - 3 billion \$
 - 5,164 doors
- **Market statistics do not track internet yet**
 - Eyeglasses 3 to 5%
 - Contacts 10 to 15%



First network (2012)

77
Stores
New Look



- Founded 30 years ago in Quebec City
- 77 stores
- 170 optometrists and 230 opticians
- Average store 3,000 sqft and 1,500 frames

Second network (2013)

77
 Stores
 New Look



65
 Stores Vogue
 Optical



142



- Founded 35 years ago in Charlottetown (PEI)
- 65 stores
- 60 optometrists and 154 opticians
- Average store 1,984 sqft and 800 frames

Vogue Optical 2nd INSR FREE POLICY

NEWLOOK
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Third network (2014)

77
 Stores
 New Look



65
 Stores Vogue
 Optical



49
 Stores Greiche
 & Scaff



191



- Founded 40 years ago in Montreal
- 49 stores
- 75 optometrists and 57 opticians
- Average store 1,500 sqft and 800 frames

greiche & scaff
 professionnels de la vue

Vogue Optical 2nd PRINCE FREE POLICY

NEWLOOK
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Business model

Retail brands

- Vision care
- Value
- Fashion

Vision care

- Optometrists
- Opticians
- Diagnostic equipment

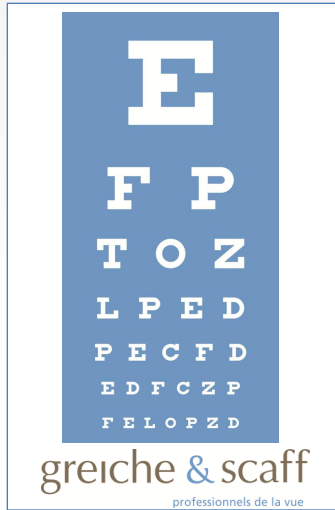
Volume

- Large stores and optometric facilities
- Destination locations
- Marketing strategy driving traffic

Marketing

THEMES

Vision care



Fashion



Value



COVERAGE

- Out spend competitors

MEDIA

- Network wide: TV + online
- Local: radio + press

Retail brands

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Fashion



Vogue Optical

Family

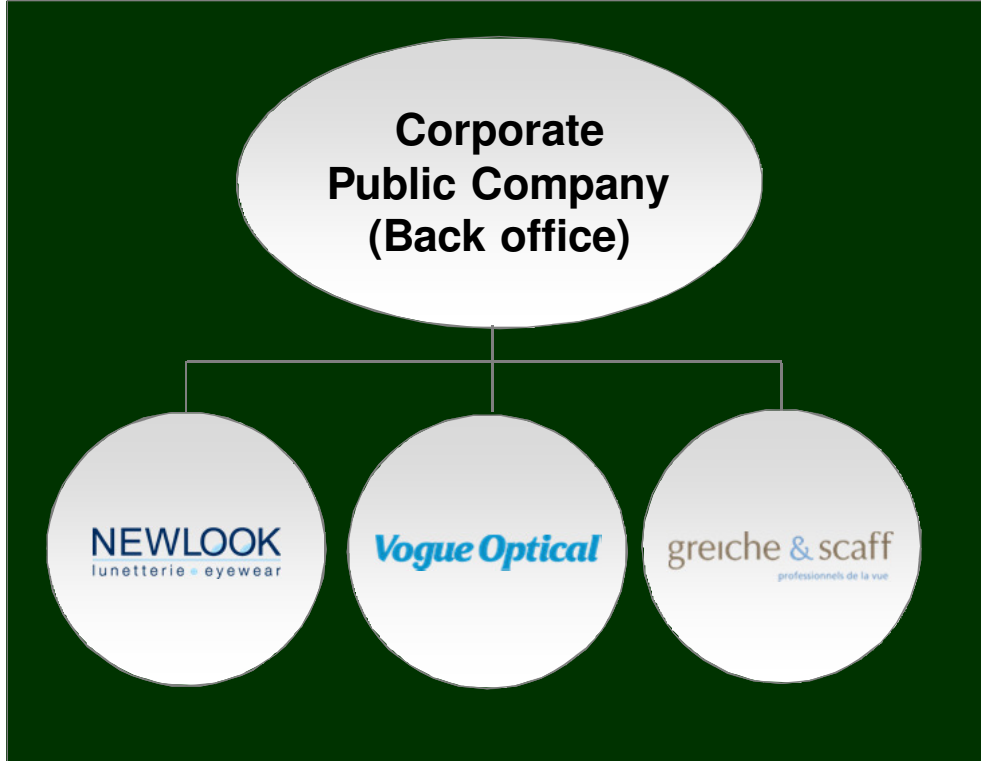


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Seniors



Integration strategy



- **3 independent operating units**
 - Management team
 - Marketing / Merchandising
 - Store operations
 - Professional services
- **Four shared IT modules**
- **Common back office**

Our other customers

The following performance graph compares the total cumulative shareholder return (assuming the reinvestment of dividends or distributions) for the **last five calendar years** for \$100 invested in Fund units (replaced by Common Shares on March 2, 2010) with the cumulative return of the S&P/TSX Composite Index for the same period. The Fund units were listed and posted for trading on the TSX up to the corporate conversion on March 2, 2010.

