

PRESS RELEASE

4CARE AG achieves double-digit growth figures

Kiel, June 2011 – Germany's leading distributor of glasses, contact lenses and optical care products, 4CARE AG, has closed a very successful year (2010) with a significant increase in sales. As a result of both developing its on-line marketing and introducing new lines in contact lenses and glasses, the company's mail order division achieved double-digit growth figures. We also saw a significant increase in sales from retail outlets, due to adjustments to our Lenscare Brand Partner concept, which made it easier for new partners to join and offered existing partners more benefits.

The results match those of the previous year, and are due to our investment in new strategic fields – in particular, in the area of specialist ophthalmologic retail outlets. 4CARE AG also gained a greater market share for its online sales, thanks to the application of new selling techniques and the introduction of own brand shops, as well as the development of electronic business processes such as the new “purchasing suggestion” processes in logistics, improved planning tools and a new data backup concept, all of which have had a positive effect. Another important factor in the success of all the business areas is 4CARE's targeted investment in human resources, most especially in training.

The target for 2011 is growth

In the current business year, 4CARE AG wants to expand further. It is planning to extend the product range, including, for example, glasses made of natural products. It is also scheduled that other large companies will join Tchibo as our corporate partners. Furthermore, the company wants to expand internationally.

“We are planning to open up new foreign markets. Initially, we are looking at Eastern European as a test market,” Bernd Behrens says. “The online optical products market is developing in a very positive way. Every day, customers are finding it easier and easier to purchase what they want online. Our customers are aware of this development, and we are sure that this positive shopping experience will strengthen the trend towards online shopping even more. The company wants to take advantage of this trend, by both investing in new techniques and broadening its product ranges.”

Demand is increasingly shifting from the stationary trade to the internet

4CARE AG expects the thinning out of companies in the entire contact lenses market to continue. “The pressure on margins will tighten further and we expect consolidation among market participants. Internet trade will increase, and we expect that demand will shift from retail outlets to the internet. We can observe this trend in other branches, too,” Behrens affirms, confident about the development of his own business.

About 4CARE AG:

4CARE AG is Germany's leading provider of contact lenses, optical care products and glasses. As a certified manufacturer of medical products, the company's name is synonymous with high quality products and individual distribution concepts. Originally founded as a purely mail order business, 4CARE AG is now a multi-channel provider, with a wide variety of product brands, its own online shop (Lensbest.de) and a large number of other new distribution channels. Lenscare products (contact lenses, care products and accessories) are only sold through outlets in which there are fully qualified staff available to advise the customers. Acumed products (contact lenses and care products, ready-to-wear reading glasses and sun glasses for adults and children) are available in our self-service shops.

Lennox products complete the range, with their fashionable glasses - prescription glasses, sun glasses (with and without prescription), glasses cases and cleaning cloths).

Further information is available at www.4care.de/augenoptik



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