



Kiel, 26 August 2015

4Care GmbH Joins the International MyOptique Group

- With this move, 4Care aims for strategic growth in Europa
- The innovative technologies of the MyOptique Group are expected to strengthen 4Care's progressive service portfolio
- Managing directors Bernd Behrens and Marco Siegmund continue to be responsible for 4Care GmbH

With the change in partners on 16 August 2015, the German company 4Care GmbH became part of the international MyOptique Group. This move boosts the plans of 4Care managing directors Bernd Behrens and Marco Siegmund for growth in Germany and the rest of Europe, and expands the size and experience of the international MyOptique Group.

Bernd Behrens and Marco Siegmund regarding the change in partners: "We weighed several partnership options carefully, and decided on the forward-looking choice of becoming part of an international group. The MyOptique Group was clearly the best fit for 4Care GmbH." Kevin Cornils, CEO of MyOptique Group, also stressed similarities in terms of innovative capacity, customer service and a strong management team.

Two first movers on the eyewear market have now come together: 4Care, which is a top Omni-Channel supplier of contact lenses, eyeglasses and care products, joins the international MyOptique Group, an industry leader in innovation. 4Care already has its own strong brands of contact lenses and eyeglasses, as well as numerous online service tools such as the interactive eyeglass and contact lens advisor, and quality individualised customer service.

The adaptation of the MyOptique Group's innovative technology to the German market gives 4Care the opportunity to expand its own expert services and provide them more quickly, becoming even more customer oriented.

About 4Care GmbH

4Care is a division of the international MyOptique Group and is a leading Omni-Channel supplier of contact lenses, eyeglasses and care products across Europe. The German-based company is known for its high quality products and individual, modern distribution concepts both online and over the counter.

4Care's brand promise is to offer everyone – everywhere – the perfect solution for their eyes. Customized and comprehensive product and service solutions for maintaining healthy and optimal eyesight are a matter of course. 4Care is a certified manufacturer of medical products throughout Europe. With its strong portfolio of brands (Lenscare Contact Lenses and Solutions, Lennox Eyewear Glasses and Sunglasses and Acumed Contact Lenses, Solutions, Sunglasses and Ready Readers) the company serves various target groups and market segments through diverse distribution channels. Furthermore Lensbest, the interactive Online-Shop, offers a wide variety of professional consulting services such as informative videos, interactive help in finding the right type of lenses or glasses and a virtual try-on.

4Care GmbH
Wissenschaftspark
Fraunhoferstraße 17
24118 Kiel



Ihr direkter Kontakt:
Frauke Rodeck
Public Relations

Phone: +49(0) 431 - 88 11 638
Fax: +49(0) 431 - 88 11 709
E-Mail: f.rodeck@4care.de