

FOCUSING ON VISION

Contents

04-05 Brand Portfolio

06-07 360° Value Added Principle

08-09 Workflow

10-13 Lencare

14-17 Acumed

18-21 Lencbest

Executive board: Bernd Behrens (CEO), Marco Siegmund (Commercial Director and authorized signatory), Thomas Bauer (Sales Director and authorized signatory)



We've got our sights set on what really counts.

“For most companies, developing the best possible product for each target audience, fulfilling all customer needs and servicing every single sales channel might seem an impossible task. It isn't. It is the key to success.”

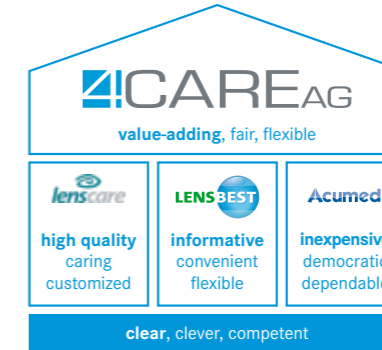
Bernd Behrens, Vorstand

4CARE – we care.

We provide products for a better and healthier living. We do this by making contact lenses for all lifestyles and needs, offering the best lens care products and, most importantly, by underpinning our business activities with a deep sense of responsibility and commitment to our customers. As a certified producer of medical products (DIN EN ISO 9001 and DIN EN ISO 13485), the 4CARE Group complies with the highest quality standards, as is regularly certified by independent institutions.

At 4CARE we are all absolutely committed to delivering the very best products and service, and we are proud of that this commitment has enabled us to achieve and maintain our position as Germany's leading supplier of contact lenses and solutions with our two brands, Lenscare and Acumed.

- Founded in 1995 – as Lens Care Contact Lens Solution Mail Order Service
- 2008 restructured and renamed 4CARE AG
- Executive board: Bernd Behrens (CEO), Marco Siegmund (Commercial Director and authorized signatory), Thomas Bauer (Sales Director and authorized signatory)
- Employees: 38
- Majority Shareholder: Triginta Capital GmbH



If you want to be successful, you need to look at the world through your customers' eyes.

Our brand portfolio

Not everyone has the same needs, the same habits, the same preferences. Hence there is no one single brand that satisfies each and every customer equally. But we are more than just a brand. We are a full-service provider and we reach out to our customers with a variety of brands and through different sales channels. As 4CARE, we are uniquely able to address the needs of all consumers and service all facets of our market:

■ **Lenscare** is our premium brand for customers for whom competent, personal advice and customer care is essential. Pharmacies, eye care professionals and specialized retailers sell Lenscare contact lenses, solutions and accessories – in a professional environment with person-to-person advice

■ **Acumed** is our brand for people who don't want to go out of their way to pick up their lenses and solutions; they want to find them where they do their regular shopping,

but without compromising on quality. These consumers can buy Acumed contact lenses, solutions, accessories, sunglasses and reading glasses in self-service sections of supermarkets, pharmacy chains and department stores.

■ **www.lensbest.de** is the company's ecommerce site. With over one million customers, lensbest has made us Germany's biggest contact lens e-tailer. Through the site we offer not only our own brand, Lenscare, but also other major brand names.

Selling our competitors' products on our website allows us to collect valuable consumer feedback. We hear direct and at first hand – straight from our customers – their preferences. This insight allows us to adapt our products and services even better to the needs and requirements of contact lens users, to set new standards and continually build and secure our market leadership.

If you're looking for concentrated competence, then look no further.

Our 360° Value Added Principle

We take an inclusive approach to what we do. For our partners, our customers and for our own interdisciplinary progress. Because only if everything interlinks smoothly and works together perfectly consumers will be satisfied – thus opening the path for progress and innovation

■ Product competence

We invest the greatest care when developing our products because we know that ultimately everything we do is about the health of our customers' eyes. The high quality of our products is regularly certified in rigorous tests conducted by independent, external laboratories. We openly disclose the results to everyone interested.

■ Sales competence

We use all available sales channels that enable us to reach prospective customers and convince them with our competence. From specialist retailers who provide personalized lens advice to self-service display stands in supermarkets and individual online purchases: In each of these areas we offer products that are carefully tailored to meet and exceed the expectations of each specific target group.

■ Logistics competence

We believe in partnerships that create success, which is why we work with one of the most experienced full-service logistics enterprises in the business: eCom Logistik GmbH & Co. KG. This cooperation allows us to service our retail outlets with a sales team of approximately 800; in addition to professional retail space management, we can also guarantee that consumer promotions are executed in the POS at short notice and efficiently. Stocks need replenishing? No problem: Fast reorders can be transmitted in seconds thanks to EDI technology.

■ Consultancy competence

We want to deliver more than just excellent products. Which is why we help our customers – by phone, through our website and in person; at all times, from answering simple questions to helping with the launch of an own-brand contact lens label. For the latter service, our retailer partners choose the brand name and benefit from the proven, certified quality of the 4CARE Group's products.



All of this means ...

... that our unique 360° Value Added Principle permits us to engage in a close dialog with our customers, allowing us to continually improve the quality of our offerings. The know-how we distill from our networks and cooperations in a broad range of specialist areas puts us in the best possible position to consistently enhance and hone our processes, from R&D to logistics through to IT.

This unprecedented degree of flexibility and passion for innovation is what makes us special, and defines us as a progressive, dynamic enterprise: It forms the foundation on which our solid market leadership is built.

“Since we became involved, 4CARE has successfully implemented a remarkable restructuring program, achieved a very positive development, and reported organic growth and a profit surge.”

Johannes Rabini, member of the Supervisory Board of the 4CARE Group, partner at Triginta Capital and Managing Director of Berlin Capital Fund GmbH, in regards to the enterprise's shareholding in the 4CARE Group.



You can only hope to achieve your goal if you know it.

Our credo

Success never comes by chance. Because we know this, we aim to foster and nurture value added in every area; this allows us to pass value on to others which, in turn, convinces them of the benefits of our products. So how does this impact our daily business?

■ Our customers

We work actively to constantly improve our performance and remain in a position to offer top quality at great prices. Customer satisfaction is and will always remain our utmost priority.

■ Our team

We see ourselves as a team in which each and every member is encouraged to contribute ideas. We are an energetic

enterprise and always do what we can to smooth the path for innovations and optimize work processes.

■ Our approach to work

Flat hierarchies and as little bureaucracy as possible. In keeping with this tenet we make sure our daily business is run as efficiently and effectively as possible. Each member of the team acts as an independent part of the whole.

■ Our motto

“Keep it simple” is the principle that stands above everything else in our enterprise. Simplicity not only saves time and money, it also creates the necessary degree of transparency and sustainable, long-term success.



The brand that is best for both customers and specialist retailers.

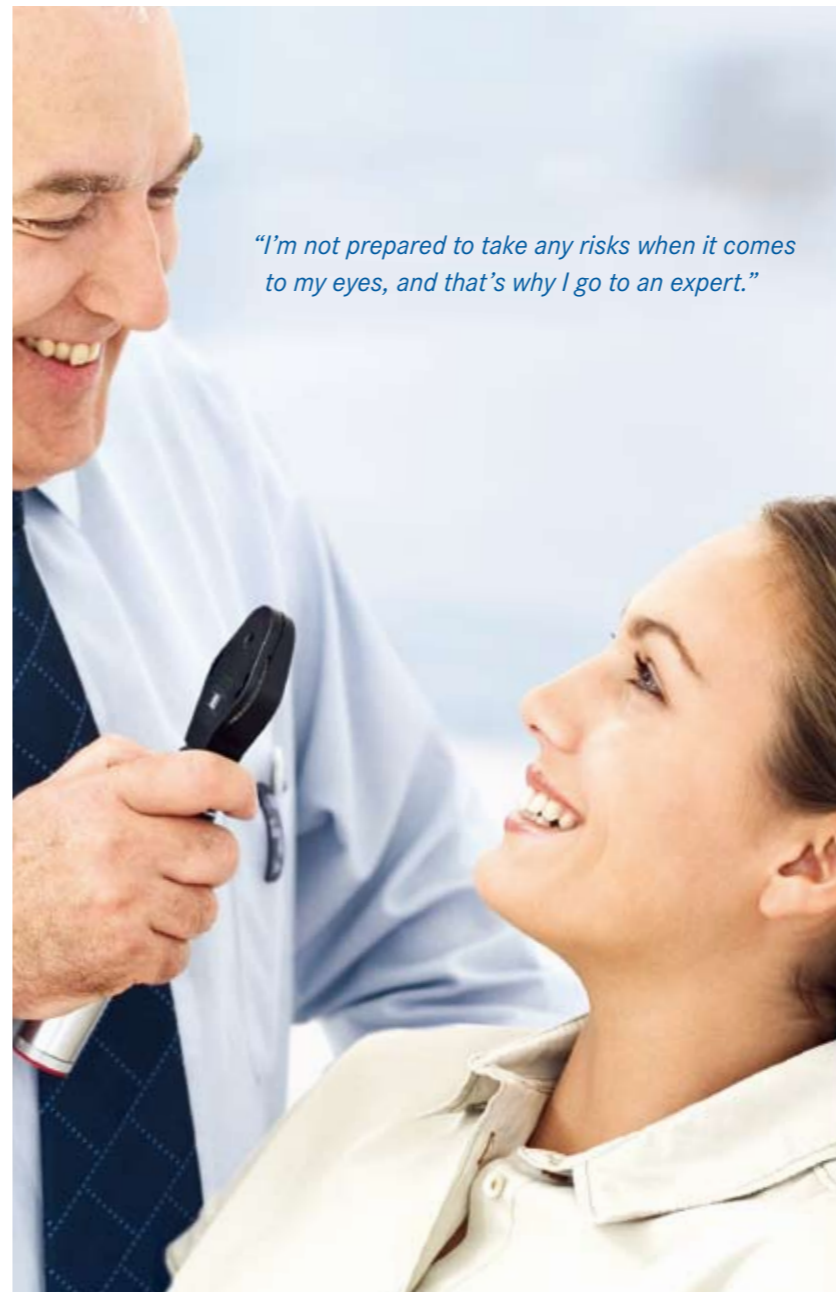
Anyone buying contact lenses for the first time will probably head to an optician or an eye care professional. And even customers who have worn contact lenses for many years prefer to put themselves in the hands of a competent expert.

Lenscare, our premium brand, is available through these professional eye care outlets and centers. As the ideal partner for opticians and health care professionals, Lenscare products are designed to meet the highest standards.

The Lenscare brand is available exclusively from specialist retailers and health care professionals, or through our online platform www.lensbest.de which has an interactive customer advice service.



The brand that is best for both customers and specialist retailers.



"I'm not prepared to take any risks when it comes to my eyes, and that's why I go to an expert."

Competence generates success

Lenscare products are among Germany's top-selling contact lenses and solutions. With 90% brand awareness, Lenscare is the most widely recognized brand on the German contact lens market (source: IPSOS study). The Lenscare brand product portfolio comprises the lines "Comfort", "Comfort Premium" and "Comfort Special", as well as specially formulated solutions and a wide choice of accessories, making it one of the most comprehensive ranges on the market.

Customized comfort

The brand's basic segment is the "Comfort" line. The contact lenses in this range are made of conventional lens materials. Offering very good value for money, this line appeals to a broad group of consumers.

The "Comfort Premium" line is made with high-quality, advanced materials: "SH System" lenses and solutions are made using oxygen-permeable silicone hydrogel, which gives them superior wearing comfort. The rewetting drops in the GEL System series contain hyaluron, which occurs naturally in the human body, and the solution was specially formulated to provide lasting comfort for contact lens users with dry eyes. The OPTI-System series includes toric and spherical lenses. The lenses are made of ultra-comfortable, bio-compatible materials and were designed specially for contact lens users with sensitive eyes. Our "Comfort Premium" contact lenses are complemented by a range of specially formulated solutions.



The brand that has its sights set on quality and price.

Contact lens consumers who have been wearing lenses for many years usually know exactly what they need, and many prefer the convenience of buying their lenses and solutions in department stores, pharmacies or supermarkets. The 4CARE brand Acumed – the first mover to market – is a strong, rapidly growing range of vision correction and care products with a high brand recognition value.

The Acumed product portfolio, which comprises contact lenses, solutions, accessories as well as sunglasses and reading glasses, is available throughout Europe at over 15,000 points of sale.

The 4CARE Group enjoys enormous success with the Acumed range, and the brand still has untold promise. There is vast market potential which we fully intend to exploit and further markets which we will capture.

The brand that has its sights set on quality and price.



"I have been using Acumed contact lenses for many years and am very satisfied. I love the fact that I can just pick them up when I do my grocery shopping."

Quality at first glance

What makes the Acumed product world so appealing is its comprehensive range of products, offering a full solution for self-service optical sections. From the actual products to the range of different presentation systems for the point of sale, Acumed retailers get everything they need from a single source backed up by the reassurance that they benefit from 4CARE's many years of experience in fulfillment and logistics.

Everything your eyes need

Under the product brand Acumed, the 4CARE Group offers a comprehensive product range with maximum choice for consumers. Quick, easy – and supremely safe. 4CARE AG is certified throughout Europe as a manufacturer of medical products for contact lenses and solutions. The Acumed range for retailers includes the following products:

- Contact lenses: Daily and monthly disposable lenses
- Contact lens solutions: All-in-one solutions, hydrogen peroxide one-step and two-step systems, saline solutions
- Contact lens accessories: Enzymatic cleansers, rewetting drops, cases
- Top quality sunglasses in a range of price categories, including children's sunglasses
- Handy reading glasses for better near vision



The distribution channel that makes sense for everyone.

Now, contact lens users can get all the information and advice they need from the comfort and convenience of their own home – and then order exactly what they need. We sell the premium 4CARE brand Lenscare and a selection of premium lenses and solutions by other manufacturers through our website www.lensbest.de.

In addition to the easy-to-use shopping process, customers can also access a wide choice of advice and informative video content on the site, or they can call the free hotline where a qualified optician and her team of experts are on hand to answer their questions.

The distribution channel that makes sense for everyone.



Adding a personal touch to online services

In Fall 2008 the website www.lensbest.de was relaunched after a redesign to provide the highest level of convenience and comprehensive advice for customers. Our “Lensbest 100% Satisfaction Guarantee” comprises the following services:

- Free 24/7 hotline
- Professional advice
- Videos with lots of tutorials about lenses
- Interactive advice “What type of lens do I need?”
- 4-week money-back guarantee on Lenscare products
- Flexible payment methods: Direct debit, credit card, COD, PayPal, bank transfer
- Fast shipping within 48 hours; delivery by Hermes or DHL, with delivery to a DHL Pack Station also available

Going that extra mile.

More than one million satisfied customers order their lenses and solutions through lensbest.de. This makes the 4CARE Group Germany’s largest online contact lens supplier. To secure our market leadership, we maintain contact with customers and prospectives regularly through newsletters, search engine and affiliate marketing, mailings, inserts and TV adverts. We also maintain close cooperations with the mail order sector and are a regular Tchibo selected partner.

PUBLISHED BY

4CARE AG

Fraunhoferstr. 17
D-24118 Kiel

Tel +49 (0) 431) 88 11 88

Fax +49 (0) 431) 88 11 66

email: info@4care.de

www.4care.de

This brochure can also be downloaded from
our site at www.4care.de