

COSTA - VISION SOURCE

Inspired to explore, designed to perform and driven to protect.

Costa was the first sunglass brand founded by fishermen to offer a color-enhancing glass lens. Today, we craft purpose-built all-polarized eyewear that enhances experiences on and off the water.

In a new world where your patients are inspired to explore the outdoors, Costa's designs are built for functionality and include polarized, color-enhancing 580® lens technology to protect them along the way. Partner with Costa to add value to your practice for men and women, with a broad selection of Sunglasses, Sunglass Readers, Prescription Sunglasses and Ophthalmic Frames.

WHY COSTA

Consumer

- Net Promoter Score - #1 Brand in consumer loyalty
- Premium sunglass shoppers represent 20% of adult population - 40+ million shoppers
- Costa owners willing to spend at the top end of premium sunglass shoppers (\$275/pair) and own an average of 4 pairs



Marketing

- Digital Marketing
- Optical POS
- Displays
- Window Clings

Product Offerings

- 100% Polarized Lenses (PC & Glass)
- 580 Color Enhancing Lens Tech in plano and Rx
- Encapsulated Glass mirror
- Ophthalmic Frames
- Authentic Rx Lens Category
- GLASS, PC & Trivex RX Lens Options

Profitability

- Ability to attract new consumers
- Multiple pair purchases - Optical, Sun, Sun Rx
- Luxottica multiple brand margin building opportunity
- MAP pricing policy
- Member discount programs

Training

- Luxottica University/Costa
- Digital Assets/Trade Marketing Assets
- Dedicated Costa Sales Team
- Patient Calculator

Cause Driven

- To protect our watery world



WHY NOW

- Elite partnership benefits enhance margin opportunities
- Brand inspired to explore, designed to perform, and driven to protect. In times when Outdoor Enthusiasts desire to conquer the next adventure
- Proven success within network: +29% pre-COVID >>>+54% post-COVID

WHAT'S NEXT

With current member discounts of 15%, plus an additional margin opportunity between 15% to 20% for New Account Engagement, and established partnership opportunities with the Frame Dream Service model, we are confident COSTA can help grow your business through the end of 2020 and beyond.

We welcome the opportunity to speak with you further about how we can partner to add value to your practice and better service your patient's needs. Please let us know if we can help in any way.

CONNECT WITH YOUR LOCAL SALES REPRESENTATIVE