

Canadian Optical Market

Introducing the Optical Vision Group

TROIS-RIVIÈRES, December 18, 2019 –Daniel Beaulieu, President of *Hudson's Bay Optical* and co-founder of *Entrepôt de la Lunette*, *Optical Warehouse*, *Griffé Lunetier* and *Optique Avant-Garde*, announces the centralisation of all management of the aforementioned banners, within the Optical Vision Group / *Groupe Vision Optique*. Online activities related to the co-owned *GlassesGallery.ca* retail store will also be integrated in the *Optical Vision Group*.

"We believe that Optical Vision Group is essential to the optical market across Canada. Thanks to our different banners within the group, we can offer customers eyeglasses at a fair price, no matter their style. Our mission in clear: to offer customers the best solutions for their eye care needs. Every day, our experts offer their advice to our customers based on their prescription, lifestyle, activities, and their budget," explains Daniel Beaulieu. *"We give people the possibility to own several pairs of eyeglasses at the best prices by offering great quality, choice and selection,"* he adds.



Daniel Beaulieu, President of Optical Vision Group

By grouping 6 optical companies offering different solutions under one group, the Optical Vision Group is able to have a nation-wide presence spanning across Canada, with multiple points of sale, Tele-Optometry services that make use of the latest technology, as well as an online retail store. There are over 200 people, including 70 opticians and 15 optometrists that contribute to the development of the group and to implementing its vision.

Optical Vision Group's Reach

It is in Trois-Rivières that the first *Entrepôt de la Lunette* store was opened, and the administrative head office of the Optical Vision Group was established, with its Canadian corporate office located in Ontario.

Within five years, the innovative *Entrepôt de la Lunette* concept flourished with the addition of 14 stores, 13 of which are located in the larger cities with the province of Quebec, as well as an English version of the banner, *Optical Warehouse*, located in Halifax, Nova Scotia. Hudson's Bay Optical has a presence in major Canadian cities including Montreal, Ottawa, Toronto, Winnipeg, Saskatoon, Edmonton, Calgary, Vancouver and Victoria. The *Optical Vision Group* also includes *Griffé Lunetier* in Trois-Rivières, where customers can find their favourite brands for less, while also benefiting from professional advice and services provided by the optician and stylists in store.

From the Atlantic to the Pacific Ocean, *Optical Vision Group's* banners offer Canadians quality frames and lenses at a fair price.

"The Optical Vision Group wishes to offer everyone a chance to wear great glasses, something made possible by committing to a fair pricing approach. Our business model is based on reducing costs by eliminating third parties, which in turn allows us to pass on the savings to our customers," concludes Daniel Beaulieu.

ABOUT OPTICAL VISION GROUP

Primarily known as co-founder of the *Entrepôt de la Lunette* concept established in 2014, Daniel Beaulieu has had an impressive career in the optical industry, spanning over 30 years. Locally known and appreciated, *Entrepôt de la Lunette* has been awarded with a Radisson in 2016 in the "New Enterprise" category, and was a finalist in the Radisson Gala in 2019 in the "Commercial or Restaurant Business with more than 30+ Employees," organized by the Chamber of Commerce and Industry in Trois-Rivières. *Entrepôt de la Lunette* was also a finalist for a Mercure in the "Successful Business Strategy Quebec Order of CPAs" during the 2018 Mercuriades.

Over the next few months, Optical Vision Group hopes to continue growing by reaching new markets.

- 30 -

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