

Making LensCrafters Cares Work In Your Store

This is a team effort between the store and the participating doctor! We know you are working to return to normal operations, so LensCrafters Cares is intended to be flexible to the needs of the doctor. That may mean supporting only certain days of the week, before store open hours or other solutions.

Product

OneSight is donating the frames for LensCrafters Cares; and LensCrafters is donating the lenses and manufacturing. Each recipient gets a complete pair! Here's what that looks like at the store:

Frames	Lenses
<ul style="list-style-type: none">• Each store receives approximately 21 pieces of OneSight Collection frames.• The Collection will include a mix of men, women and kids frames.• Weekly replenishments will help keep stores stocked. Frames will be sent in a poly bag, already tagged with a UPC tag, and with no price on tag.• Storing product: Be sure to store them in a special section separately but near your existing OneSight product. They should not be on your floor.• Use these frames only for the LensCrafters Cares program, not the inventory you would usually use for the voucher program• Note: Canada will receive the same product as US; do not use Armani Exchange or Sferoflex for LensCrafters Cares	<p>Lenses available for this program:</p> <ul style="list-style-type: none">• Plastic; polycarbonate for youth under the age of 14• Single vision or FT 28• Progressives not included unless prescribed• Lens enhancements are not available through this program (i.e. Anti-Reflective, Transitions, etc.)

Cases

Comp cases will be given with every LensCrafters Cares pair of eyewear. Each store will receive 1 case pack (100 microfiber comp cases) before the event.

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Customer Journey

LensCrafters Cares Recipients

Understanding the process to help LensCrafters Cares recipients is critical, even before they enter the store. Refer to the process outline on the previous page and ensure all associates understand. Following this process will ensure we are tracking the impact you are making in the store!

All Other Customers

- We are thrilled to be helping our communities and want to invite customers and patients to be a part of the movement. Customer giving and inviting customers to donate is a key element in helping the community.
- Just like you always do, share about OneSight as you go through the customer journey. Tell customers and patients about LensCrafters Cares.
- We will invite every customer to donate \$10, which helps provide a pair of glasses to someone in need.
- Let customers know their donation supports local programs like LensCrafters Cares – in other words, the dollars go back to communities!
- Donations to OneSight are tax deductible and will support OneSight's local community efforts.
- Customers can easily donate \$10 through the pin pad (US only) – don't let the pin pad be the only time you mention OneSight during the customer experience!
- You can also enter a donation for any amount as a Quick Sale item using the OneSight donation UPC: 20500000148756
- Remember, all donations (even a \$1) make a difference!
- It might sound like: "Karen – I am not sure if you've heard about LensCrafters Cares, but we are helping those less fortunate right here in our community. In this store, we are helping 3 patients a week to get an exam and glasses. We've partnered with OneSight whose charitable support helps us do programs like this. Would you like to help someone right here in our community – even \$10 can help drive more local impact!"

Tendering Instructions

- Enter the order in Ciao! Optical (frame and available lenses through program)
- Discount with Code 757147 to \$0
- Frame in Ciao! Optical will be \$.01 (one cent) and lenses will be full price; you will discount 100%.
- Write the recipient's unique identification # on a duplicate receipt and place in DCR