



Carl Zeiss, Vision Care Business Group

Facts and Figures

Headquarters	Aalen, Germany
Management Board	Dr. Raymund Heinen (CEO), Dr. Manfred Klingel (COO), Ulrich Krauss (CSO), Hanspeter Mürle (CFO)
Structure	<p>Carl Zeiss Vision represents the Vision Care business group of the Carl Zeiss Group.</p> <p>Carl Zeiss holds 100 percent of the voting rights in Carl Zeiss Vision International GmbH.</p>
Employees	<ul style="list-style-type: none"> ▪ 9,500 employees (full-time equivalents; around 1,000 employees in Germany)
Revenue	<ul style="list-style-type: none"> ▪ 860 million euros in fiscal year 2011/12
Locations	<ul style="list-style-type: none"> ▪ 2 research sites (Germany, Australia), 5 for mass production (Mexico, Brazil, China, Germany and Hungary) ▪ 3 manufacturing sites for sunglass lenses (Italy, Brazil, China) ▪ over 45 Rx labs on all continents ▪ 4 global distribution centers (USA, Mexico, China and Hungary) ▪ 3 regional distribution centers (Brazil, India and Australia) ▪ about 100 regional and local market stocking points
Portfolio (selection)	<ul style="list-style-type: none"> ▪ single vision lenses (glass, plastic) ▪ multifocal lenses (progressive, bifocal, trifocal) ▪ filter lenses (sunglass lenses, photochromic lenses, special filter lenses) ▪ magnifying visual devices (for low vision patients and for use in medicine and technology) ▪ instruments for refraction (lens prescribing, lens centration, precision trial frame) ▪ eyeglass frames (for adults and children) ▪ services and marketing solutions for eye care professionals (Experience ZEISS, Relaxed Vision® Center)
Production	<ul style="list-style-type: none"> ▪ > 100 million Rx and standard lenses a year



- > 200,000 orders a day
- > 200 million wearers of ZEISS lenses worldwide

Milestones in the Company's History

1 April 1912	Carl Zeiss founds the Eyeglass Lenses division and launches the first precision lens on the market under the name <i>Punktal</i>
	Production of bifocal lenses begins
1924	Introduction of the <i>UMBRAL</i> sun protection lens, the first optical sunglass lens to feature a uniform tint
1932	Introduction of <i>PERIVIST</i> frames which enable an anatomically optimal, secure position of the lenses in front of the eyes and customized fitting
1945	Partition of Carl Zeiss in Jena and Carl Zeiss in Oberkochen
1957	Relocation of lens production to Aalen
1959	First antireflective coating (ET, German abbreviation for "single transparent coating"), for which Carl Zeiss was awarded a patent in 1935
From 1960	Introduction of plastic lenses, also by Scientific Optical Laboratories of Australia (SOLA), which was merged with the Carl Zeiss eyeglass operation to form Carl Zeiss Vision in 2005
1970	With <i>UMBRAMATIC</i> , Carl Zeiss caters to the segment of self-tinting lenses for the first time. A good 40 years later, in April 2011, Carl Zeiss Vision presents its best ever self-tinting lens in the form of <i>PhotoFusion</i> [®]
1970	The first progressive lenses are introduced to the market: <i>Gradal 1</i> . In 1982 Carl Zeiss successfully launched horizontal symmetry on the global market for the first time in the form of the <i>Gradal HS</i> progressive lens
1983	Successful breakthrough into the progressive lens sector with <i>Gradal HS</i> . <i>Gradal</i> enables the same visual conditions for the two eyes regardless of the direction of view
1987	First plastic lens from Carl Zeiss under the brand name <i>Clarlet Gradal HS</i>
1991	World's first mid-index plastic eyeglass lens: <i>Clarlet SL</i> by Carl Zeiss. Today, a refractive index of up to 1.74 allows lenses that are up to 40 percent thinner and therefore lighter than traditional indices



1995	Acquisition of American Optical founded in 1869 and IPO of SOLA International
2000	Carl Zeiss presents its first individualized progressive lens in the form of <i>Gradal Individual</i> [®] : in addition to the dioptric power, personal parameters of the wearer are now factored into the calculation of the progressive surface
2005	Merger of the Carl Zeiss eyeglass operation and the US eyeglass lens manufacturer SOLA International
2006	Introduction of <i>Gradal Individual</i> [®] <i>FrameFit</i> [®] , the first progressive lens that adapts to all frames
2007	Through wavefront measurement, <i>i.Scription</i> [®] allows the wearer's individual eye profile to be factored into the lens calculation. This technology considerably improves the correction of visual defects, particularly for night vision
2009	Experience ZEISS is presented as a modular business model with three key elements: ZEISS analysis, marketing and consulting tools as well as a special shop design
October 2010	Restructuring of the company financing: Carl Zeiss takes over 100 percent of the voting rights in Carl Zeiss Vision which is integrated into the Carl Zeiss Group as the sixth business group
2010	MyoVision [™] is an eyeglass lens specially developed for Asian children which, with the aid of <i>Peripheral Vision Management Technology</i> [™] , slows the progress of myopia and therefore significantly lowers the risk of subsequent reduction in visual performance. About half of all children aged between 11 and 13 currently living in urban areas of Asia currently suffer from myopia. And the trend is accelerating
2012	With PhotoFusion [®] , Carl Zeiss introduces the fastest self-tinting lenses on the market
2012	With technology for determining the maximum intermediate distance (M.I.D.) developed by the company, a ZEISS lens can be adapted with centimeter accuracy to the visual distance required by each individual user. This innovation is used in, for example, in Office Lenses, special lenses used for office work
2012	Under the motto "100 Years of Better Vision. 100 Years of ZEISS Precision Lenses" Carl Zeiss celebrates the 100 th anniversary of the Eyeglass Lenses division and the world's first precision eyeglass lenses



2013

Carl Zeiss Vision appears with a new global brand image focused consistently on the power and strength of the ZEISS brand. The core of the new image is the special, fascinating moments that customers experience with ZEISS products and technology. The 'Moments', in combination with the new corporate identity, characterize the whole image conveyed by Carl Zeiss Vision.

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