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Celebrating the Journey

Nearly 70 years ago, nine pioneering optometrists launched the nation's first-ever vision benefits company.

"It was a novel idea, or at least one we had never heard before," reflected Dr. Roy Brandreth, one of our founding optometrists, in *Berkeley Optometry: A History*. "Insurance companies had postulated that a prepaid vision plan involving optical products was not insurable, but we thought the idea had great potential."

Fast-forward to today, and VSP® continues to prove that leading with heart, prioritizing care, and operating responsibly are good for both people and business.

While today's world may look very different than it did in 1955, the idea of potential continues to guide us in every way. In fact, it's the cornerstone of our very purpose: *To empower human potential through sight.*

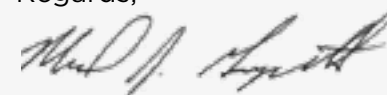
This annual impact report is one of the ways we hold ourselves accountable to that purpose by sharing progress against the programs we've built to support our stakeholders and communities. You'll see our efforts categorized across three areas of focus: **Accelerating Health Equity; Empowering Inclusion;** and **Advancing Sustainability.**

While the dollars donated, hours volunteered, and patients helped are important metrics we're very proud to share, I also encourage you to look beyond the numbers and envision the real-world impacts of this work:

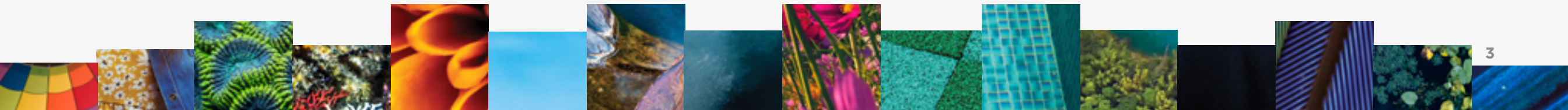
- See the hardworking mom, whose scholarship will support her and her family as she enters her final year of optometry school.
- See the doctor recipient of our loan repayment program, whose job placement in a healthcare desert will help her pay off student loan debt while she helps close care access gaps in her community.
- See the use of inclusive design for more low-bridge frames, offering better fit for a wider range of face shapes all over the world.
- See the teams crossing the country to bring no-cost eye care and eyewear to people disadvantaged by income, distance, or disaster.

I'm incredibly proud of the thousands of VSP employees, whose dedication and sense of care drive these programs. I'm also grateful for the members, clients, and doctors whose engagement with VSP makes this all possible. And I'm looking forward to 2025, the year of our 70th anniversary, a milestone that serves to remind us about all the potential we can achieve together.

Regards,



Michael Guyette
President & CEO, VSP Vision



About VSP Vision

We Help People See Every Possibility

Care and compassion have guided our business and growth since VSP Vision™ was founded in 1955 as the first not-for-profit vision benefits company.

Whether providing access to quality care or supporting eye care providers in managing their practice, our comprehensive portfolio of brands keeps health at the center of everything we do.

We believe in taking action as an organization to benefit society. In alignment with our purpose and values, we create impact by accelerating health equity, empowering inclusion, and advancing sustainability.

Our Footprint

More than
72K
Clients

85M
Members

More than
45K
Doctors

More than
137K
Access points

More than
27K
Provider locations

More than
14K
Employees

VSP Vision Portfolio of Brands

Our integrated portfolio of eye care services, eyewear solutions, and practice solutions work together to give members the best vision health options where, how, and when they need them.

Eye Care Services

VSP Vision Care
Visionworks®
iCare Health Solutions
Optical Outlets

Eyewear Solutions

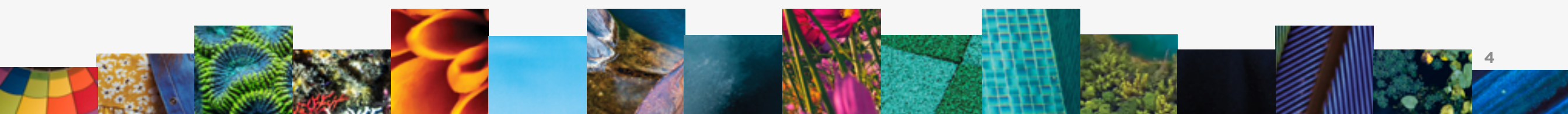
Marchon | Altair | Allure
VSP Optics
Eyeconic®

Practice Solutions

Eyefinity®
PECAA
VSP Ventures

Corporate Imperatives

VSP Premier Edge™
Social Responsibility
Global Innovation Center





2024 by the Numbers

Thanks to employee volunteerism and donations, paired with direct and in-kind funding from VSP Vision, in 2024, we invested more than \$11.3 million in local communities to increase equitable access to vision care.

252K

People in need gained access to vision care

201K

Pairs of eyewear donated

\$335K

Invested in scholarships and grants

\$695K

Invested in disaster relief

\$116K

Invested in disaster grants, donations, and matches



4,600

Community members accessed free vision care due to disaster

\$506K

Raised through employee giving

\$423K

In direct corporate giving

16,234

Volunteer hours

1,463

Nonprofits supported

Our Purpose and Culture

Our purpose serves as our North Star, inspiring and aligning our efforts to create meaningful impact in the communities we serve. Our employees live our purpose through their work as well as through volunteerism and charitable giving activities.

Purpose

To empower human potential through sight.

Mission

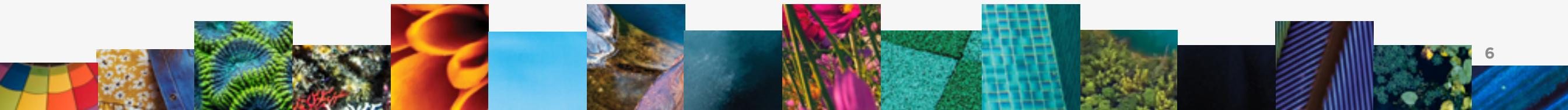
We help people see every possibility.

Vision

A world where everyone can bring their best vision to life.

Our Values

We care.
We trust.
We empower diversity.
We are one team.





Our Purpose in Action

While we live our values every day, *We Care* drives many of our charitable activities. How VSP shows up and gives back to local communities is often guided by our employees and Business Resource Groups (BRGs).

Our Impact to Date*



4.3M
People in need
gained access to
eye care and eyewear



2.7M
Pairs of eyewear
donated



\$21.4M
Invested in
disaster relief



\$4M
Funded in
scholarships
and grants

*VSP Vision launched our first charitable eye care and eyewear program in 1997, and began tracking eyewear donations in 2016, disaster relief in 1999, and optometric scholarships and grants in 2013.



Employees Show We Care

Volunteerism is one way our employees join us in caring for the community. VSP Vision employees are empowered to give back through paid volunteer hours, volunteer rewards, and donation matches through our online Employee Giving Program platform.

In 2024, employee volunteerism increased by 41 percent, with 1,065 employees logging 16,234 hours with causes of their choice. Nearly 1,500 charitable organizations benefited from VSP employees donating their time and dollars.

2024 Giving



\$506K

Raised through employee giving

\$423K

In direct corporate giving

16,234

Volunteer hours

1,463

Nonprofits supported



Heart to Heart

We hosted our second annual **VSP Volunteer Month** in April 2024, providing employees with hands-on opportunities to connect more deeply with our communities and each other.

Leveraging our employee giving and volunteering platform, Employee Giving Ambassadors—employees who help promote volunteerism across all levels of the organization—worked together to create and promote in-person and virtual volunteer opportunities nationwide. A wide range of organizations—animal sanctuaries, cancer research, food banks, literacy, veterans, nature conservancy, and more—benefited from our employees’ time and support.

2024 VSP Volunteer Month



VSP Vision employee Amber W. volunteered with her team at the Sacramento Food Bank, prepping 429 boxes of food for families in need.



Honoring Our Active Duty Troops

Employees filled 100 volunteer shifts to ready 2,001 care packages for shipment to deployed military personnel and assemble another 911 for future shipment.

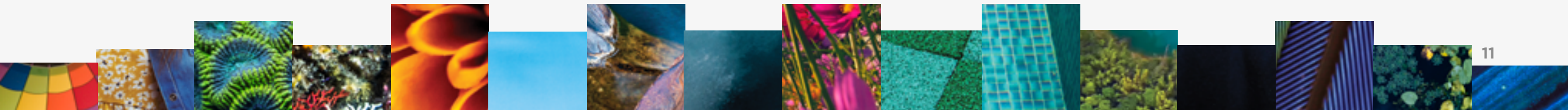
Richard Hannaford, a 9/11 survivor and Troopathon Board Member who was in the South Tower on the morning of September 11, 2001, also volunteered. His presence and story served as a poignant reminder of the day's impact and the importance of supporting those who continue to defend our freedom.

“ I remember what it's like to be on deployment and to receive a care package. So for us to be able to be supported through our work to volunteer here and and pay it forward to the troops was really meaningful to me.”

—Benton W., VSP Vision employee and Military, Veterans, and Families BRG member



VSP Vision employee Benton W. joined other Military, Veterans, and Families BRG members in volunteering at Troopathon.





Supporting Childhood Literacy During Giving Season

In the U.S., 61 percent of children living at or below the poverty line have no books at home.* At VSP Vision, we believe that a child’s eye health and good vision can increase their potential for a successful education, career, and life. Increasing children’s literacy and book ownership is another way we can help young readers tap into their potential.

During Giving Season, which runs from World Sight Day in mid-October through the end of December, VSP Vision and our employees united to support young readers by increasing their access to books and providing resources to inspire a lifetime of reading.

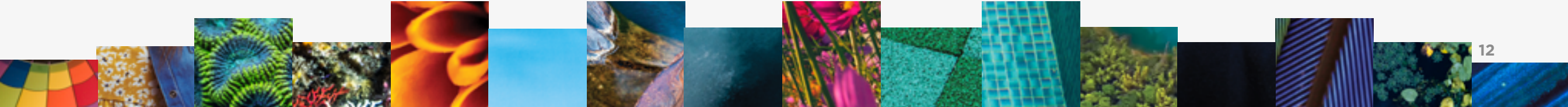
VSP Vision donated a total of \$200,000 through partnerships with five nonprofits engaged in increasing literacy, book ownership, and a love of reading:



Employees were also encouraged to donate or volunteer to a cause close to their heart, whether or not it was related to literacy, and to do one good thing—simple acts of service—for their community.

We’ll also be continuing our focus on literacy into 2025 by collaborating with Bess the Book Bus and continuing to partner with schools to bring free vision care for students who wouldn’t otherwise have access.

*U.S. Department of Education, National Center for Education Statistics





Supporting Childhood Literacy During Giving Season

2024 Giving Season



2,984

Volunteer hours
logged

\$12,776

Rewards earned to
donate to nonprofits

\$262K

Raised through
employee giving

\$200K

In direct corporate
donations

1,062

Nonprofits
supported



PECAA Grows and Gives



PECAA Growing Through Giving

Professional Eye Care Associates of America (PECAA) is an association of independent eye care professionals and part of the VSP Vision family of companies.

In 2024, PECAA members raised \$156,865 for **Optometry Giving Sight**. An initiative launched in 2017, the PECAA Growing Through Giving program was designed to help give members an easy way to support charitable projects within the optical community as well as promote good works within their practices. Doctors commit to donating a minimum of five percent of their IncentivEYES® rebate checks and PECAA matches the first \$20,000 in donations each year. To date, the program has raised more than \$1 million to help **Optometry Giving Sight** in its mission to end preventable blindness and vision impairment around the world.

“I’m deeply honored to thank PECAA for selecting **Optometry Giving Sight** as its charity of choice. We are truly grateful for the generosity and compassion of PECAA optometrists, whose support helps us bring the gift of sight to communities around the world.”

—*Donna J. Mikulecky, Executive Director, Optometry Giving Sight*

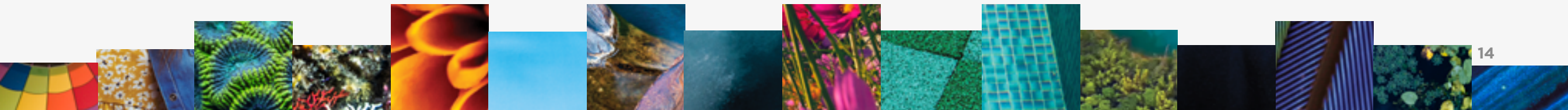
PECAA Gives

PECAA Gives is an initiative that began in 2016 at the annual PECAA member meeting. Each year, PECAA partners with one charitable organization located in the annual meeting’s host city to highlight and support.

“The PECAA Gives initiative empowered each individual attendee to make a difference and that incredible collective support transformed the lives of so many children in need. For all that, and the authentic enthusiasm shared for our work, I am deeply, deeply grateful.”

—*Nikki Berti, CoFounder and CEO of the Goodie Two Shoes Foundation*

In 2024, **Goodie Two Shoes** from Las Vegas, an organization that provides disadvantaged children and children in crisis with new shoes and socks, reaped the benefits of PECAA members’ adoration and donations to the tune of \$38,128. The program has raised a total of \$185,802 for causes since its inception.



Accelerating Health Equity

Access to care is the number one barrier that prevents people from reaching their potential due to unaddressed vision impairment.* VSP Vision is working to remove that barrier and accelerate health equity by increasing access to vision care, investing in the future of optometry, and supporting communities affected by disaster.

2024 Health Equity Impact

252K

People in need gained access to vision care

201K

Pairs of eyewear donated

\$695K

Invested in disaster relief

\$335K

Invested in scholarships and grants



VSP Eyes of Hope volunteer optometrist Dr. Crystal Sin provided an eye exam for a patient at the Native American Health Center in Oakland, Ca.

“ Access to vision care is critical to overall health. In fact, a comprehensive eye exam can catch early warning signs of more than 270 diseases, including diabetes, high blood pressure, and high cholesterol.* By breaking down the barriers that prevent people from accessing consistent and comprehensive vision care, we can help ensure that people are reaching their full potential and help them live healthier lives. ”

—Usha Patil, VSP Vision Chief Insurance Officer



*International Agency for the Prevention of Blindness Vision Atlas, 2020, iapb.org



VSP Eyes of Hope

VSP Eyes of Hope® is the flagship suite of programs and initiatives designed to address barriers of income, distance, and disaster to **bring eye care and eyewear** to people and communities in need. For more than 25 years, we've partnered with eye doctors, nonprofits, and schools to provide equitable access to care.

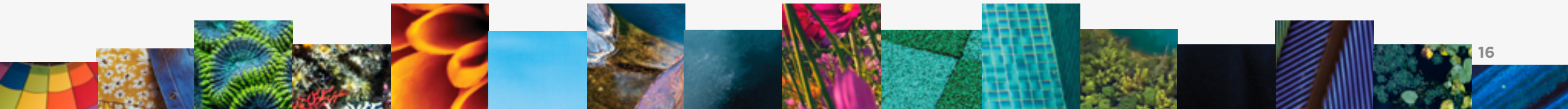


“ I've been volunteering with Eyes of Hope for about 10 years. There's nothing like providing glasses to a child and seeing the look on their face when they see the world, can see colors with clarity—and subsequently have an easier time in school. ”

—Gene Sweetnam, OD
(Learn more about Dr. Sweetnam's **history of giving back.**)



A young student in San Antonio, Texas, showed off the new glasses she received from VSP Eyes of Hope.





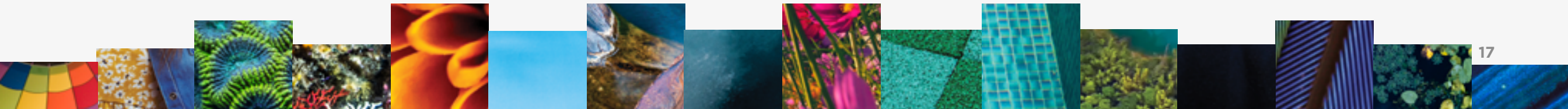
Mobile Eye Care Clinics

Leveraging a fleet of four **mobile eye care clinics**, VSP Eyes of Hope partnered with charitable organizations and local VSP network doctors to bring free vision care to 7,167 patients in need across the United States via 69 mobile clinic events in 2024.

Empowering our employees to serve at VSP Eyes of Hope mobile clinic events is a reflection of our core value “We Care,” and provides hands-on experience working alongside eye doctors to deliver vision care. In total, 291 employees volunteered 5,769 hours at events across the country.



VSP Eyes of Hope site leaders Clark J., Torreyana T., Larry G., and Nita S. (not pictured), travel the U.S. to bring eye care and eyewear where it's needed most.





Making Eye Care Inclusive at Henry Viscardi School

For those with physical disabilities, eye care is often an afterthought, as other medical costs and treatments often take financial priority. Disability accommodation in transportation or infrastructure can also be limited, making it more challenging for these patients to receive care.*

In August 2024, when many students went back to school, VSP Eyes of Hope teamed up with Visionworks® and The Fairy Godmother Foundation of New York™ on a **mobile clinic outreach event** with Henry Viscardi School at The Viscardi Center in Long Island, New York, to address these challenges.

By hosting this event on-campus, students received eye care in a familiar and accessible setting with the support of their peers and school faculty members. As a result, we provided nearly 200 students and community members free vision care at the three-day event.

“ I will never forget the looks of wonder on each patient’s face during their exams and when they tried on their new frames. A three-day event with a lasting impact on all of us! Volunteering at this event was a front-row seat to our purpose of empowering human potential through sight. It’s a memory that serves as a guide for the decisions I make with our leadership team every day. ”

—Scott Hopeck, VSP Vision Chief Commercial Officer

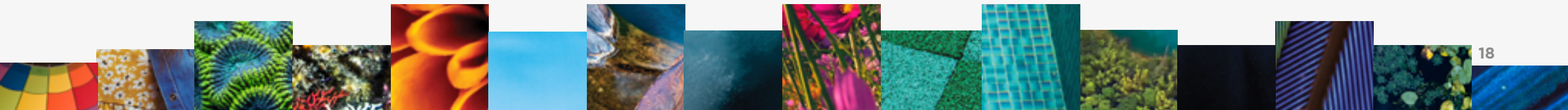


Henry Viscardi School student tried on new glasses, with help from Visionworks General Manager Shelle L.



VSP Vision Chief Commercial Officer Scott Hopeck assisted a community member to select their perfect frames.

**Disability and Health Information for Healthcare Providers,” U.S. Centers for Disease Control and Prevention (CDC), [cdc.gov/disability-and-health/about/disability-and-health-information-for-healthcare-providers.html](https://www.cdc.gov/disability-and-health/about/disability-and-health-information-for-healthcare-providers.html)





A Very Personal Connection at Henry Viscardi School

For one Visionworks employee, this outreach event had a **very personal connection**.

Chris O., a clinical specialist at Visionworks, is also an alumnus of Henry Viscardi School. When he learned that VSP Eyes of Hope was visiting his alma mater, he immediately signed up to volunteer.

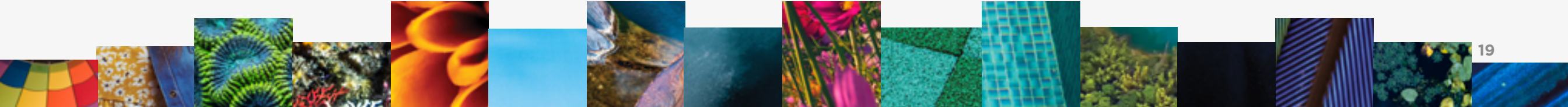
It was a teacher at Henry Viscardi School who first recognized that Chris needed glasses, and he couldn't wait to be able to provide that same care to other students.



Visionworks employee Chris O. posed and shared happy memories with a Henry Viscardi School faculty member.

“ I was excited to return to Henry Viscardi School and give back to the same community that helped me grow as a person. Seeing clearly is so critical to fulfilling your potential in your life—whether in school, at work, or in other passions you have. For us at Visionworks, making sure more people have access to eye care is part of who we are, and we do it in the most inclusive ways we can.”

—Chris O., Visionworks employee





Bringing Vision Care to Rural Communities

While California’s Central Coast might conjure visions of beach living, this area includes many rural, agricultural, and limited-income communities where residents have insufficient access to essential healthcare, including regular eye exams.

California Speaker of the Assembly Robert Rivas connected VSP Eyes of Hope with nonprofits in the district where he grew up and now serves.

In October 2024, VSP Eyes of Hope spent more than a week providing **free vision care to multiple communities** along the Central Coast of California. In total, nearly 225 adults and children received free eye exams and prescription glasses at the Alliance on Aging and **El Sausal Middle School** in Salinas, the **City of Gilroy Senior Center**, and **Community Bridges in Watsonville**.

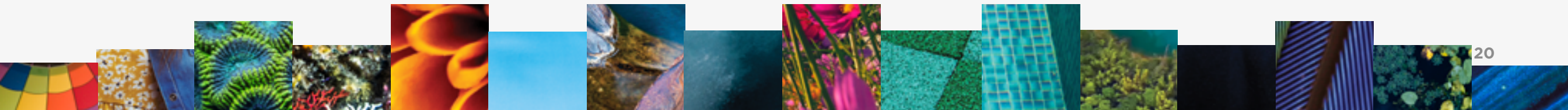


El Sausal Middle School student posed with her new prescription glasses made on the VSP Eyes of Hope mobile clinic.

“As the grandson of farmworkers, I understand how access to quality and affordable healthcare can be challenging, even for hardworking families. These partnerships truly make a difference and ensure students and adults receive the vision care they deserve.”
—Robert Rivas, California State Assembly Member



Speaker Rivas (fourth from right) stood with his team, representatives from the Salinas Union High School District, and VSP Vision employees in front of the VSP Eyes of Hope mobile clinic.





Visionworks Eyes of Hope Mobile Clinics Tour

In 2024, Visionworks teamed up with VSP Eyes of Hope to host vision care outreach events in six cities: San Antonio and Houston, Texas; Long Island, New York; Memphis, Tennessee; Bowling Green, Kentucky; and Atlanta, Georgia. The events paired the VSP Eyes of Hope mobile clinics with the expertise of local Visionworks doctors and employees to provide free eye care and prescription eyewear, often made the same day, for communities in need.

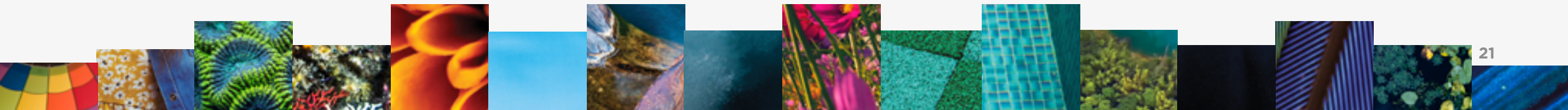
While every event serves an important purpose, the outreach in San Antonio created especially significant impact. Visionworks and Eyes of Hope engaged more than 300 patients, including students and community members, over a three-day event.

“ I loved the entire experience working with Eyes of Hope. The best part was seeing so many people, especially kids, who couldn't afford eye exams or glasses, and the joy on their faces when they put their glasses on and could see. I would do it over and over again if I could.”

—DJ Niemeier, Visionworks General Manager, San Antonio, TX



VSP Eyes of Hope patient Monica, flanked by her daughters, received her first-ever pair of glasses at the event in San Antonio, Texas.





2024 Impact VSP Eyes of Hope + Visionworks



1,792
Eye exams

1,327
Pairs of glasses

1,896
People gained access to vision care

103
Visionworks associates volunteered
1,848
Hours

44
Doctor volunteers



Eyewear Donations

VSP Eyes of Hope partners with Marchon and Altair Eyewear to donate optical frames and sunglasses to charitable organizations around the globe. In 2024, eyewear donations totaled 200,872 pairs to 107 charitable organizations and doctors providing charitable outreach.

“The Connecticut chapter of Volunteer Optometric Services to Humanity (VOSH-CT) has an annual mission to San Juan del Sur, Nicaragua. This mission was brought to a whole new level of providing brand new, quality eyeglasses, sunglasses, and now readers generously donated by VSP Eyes of Hope. VSP, you have played a large part in VOSH-CT helping 11,634 patients in the past three years.”

—Mareshah Lynch, ABOC

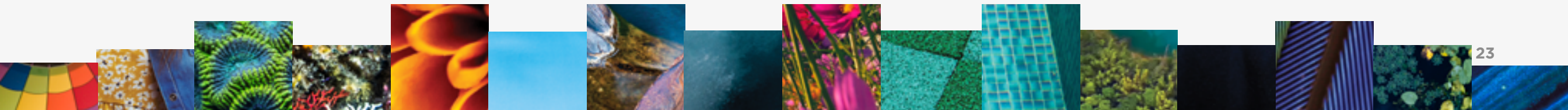
In addition to frame and sunglasses donations, VSP Vision employees volunteer to create readers, which have proven invaluable during disasters and for global mission trips. In 2024, nearly 100 employees volunteered and helped make more than 900 pairs of readers. As a result, we donated 1,150 pairs of readers to 39 charitable and disaster response partners like VOSH, Direct Relief, Mezu Foundation, and Valdez Charitable Foundation.



VSP Vision employee volunteers Teri F. and Michelle K. learn how to make readers for donation to nonprofits.

“I love that we have the opportunity to help people see by coming into the office and making readers. It is so rewarding to learn how to make glasses, especially for those affected by a disaster or who are in need. It’s a great way to stay physically connected to our Mission!”

—Teri F., VSP Vision employee





Disaster Relief

When you're evacuating at a moment's notice, it's easy to forget or lose your eyewear. That's why, in times of disaster, VSP Vision helps those affected replace their eyewear as well as support restoration of access to vision care via our network of providers.

In 2024, our Disaster Response Team monitored 24 disasters across the U.S. including floods, tornadoes, wildfires, and major Hurricanes Helene and Milton. Our Disaster Assessment Team called or sent emails to conduct more than 2,800 check-ins with eye care practices to ensure doctors and staff were safe and able to provide care to patients in their communities.

VSP also donated funds to the American Red Cross to support disaster relief and issued grants to help impacted eye care practices recover and reopen. We also matched employee donations, raising critical funds for organizations responding to disaster.



2024 Disaster Relief Impact

4,586

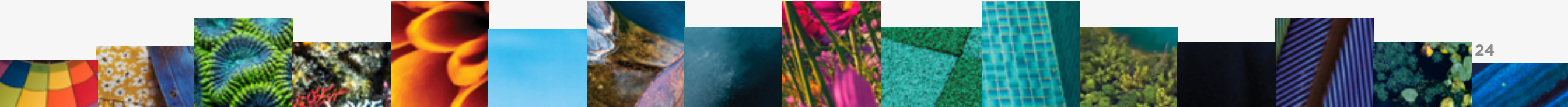
Community members accessed free vision care

\$579K

Reimbursed to VSP network doctors for patient care

\$116K

Paid in grants, employee donations, and company matches





Investing in the Future of Optometry

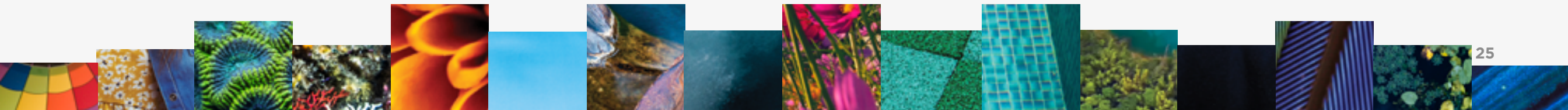
We have a stake in the future of optometry and a role in bolstering the pipeline of students and new eye care doctors entering the field. VSP Vision supports the next generation of optometrists via scholarships and grants, as well as programs designed to help students and new graduates reach their career goals.

In 2024, VSP awarded \$335,044 in scholarships and grants to 74 students, bringing our total impact to date to more than \$4 million in support of more than 1,200 optometry students since we began tracking in 1988.

- **Student Loan Repayment Program** - Launched in 2023, this program provides up to \$200,000 in student loan debt relief for upcoming, new, or recent graduates who agree to practice in underserved or high need communities for a minimum of four years. To date, 30 doctors have participated and VSP has committed \$6 million to the program.
- **Eyerie Academics Partnership** - This partnership is designed to help students better prepare for school and Board examinations.
- **Future Leaders Academy** - Announced in late 2024, the Academy is a development program for recent graduates and early-career optometrists that helps them develop leadership skills for long-term growth.
- **Pre-Optometry Camps** - In 2024, VSP sponsored five free multiday educational events at colleges across the U.S. for nearly 300 high schoolers and undergraduates to expose them to the many opportunities a career in the optometric field provides.



VSP Vision Director of Doctor Relations Quy Nguyen, OD, (right) with scholarship recipients at the National Optometric Association 2024 Conference.





Frank Fontana Memorial Scholarship Winner

With a strong family history of working in the medical field, Hannah Bollig shadowed various modalities in optometry for over 100 hours to forge her own path.

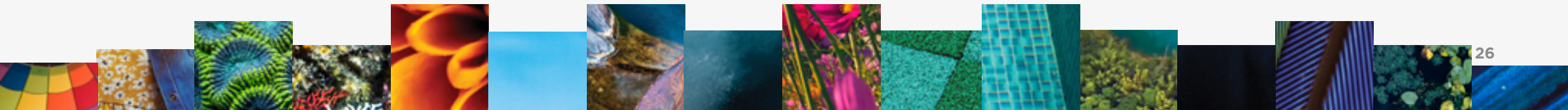
Throughout her time at the University of Missouri - St. Louis College of Optometry (Class of 2025), Hannah has held many leadership positions, such as secretary of the National Optometric Student Association (NOSA), member of the Student Volunteer Optometric Services to Humanity (SVOSH), and vice president of her graduating class. Her dedication to the field of optometry and to bettering her community are among the reasons she was chosen to receive the 2024 Dr. Frank D. Fontana Memorial Scholarship.



Being a present mother of two, an active member of her community, and an optometry student hasn't always been easy, but it's been worth it. Hannah has always strived to be an empathetic and philanthropic member of the community, and it's something she wants to bring to her future practice and model for her children. Read more about [Hannah's story](#).

“When we talk about health equity, it really begins with opportunity. Our support for students and the profession of optometry is a tangible expression of this belief. It will ensure that the next generation of optometrists reflect the communities they will serve and lays a foundation for a future where everyone has equitable access to quality eye care.”

—*Quy Nguyen, OD,*
VSP Vision Director of
Doctor Relations

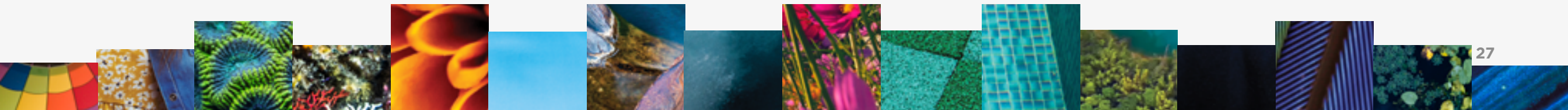




Bringing Vision Care to Health Deserts

vsp student loan
repayment

Dr. Mariam Siddiqi knew two things early in life: she wanted a career where she could help people, and she wanted to stay close to her tight-knit family. At eight years old, her first eye exam paved the way for a future in optometry. Through the VSP Vision Student Loan Repayment Program, Dr. Siddiqi now delivers eye care in a healthcare desert just minutes away from her childhood home in Chicago while reducing her student loan burden at the same time. Read more about [Dr. Siddiqi's story](#).



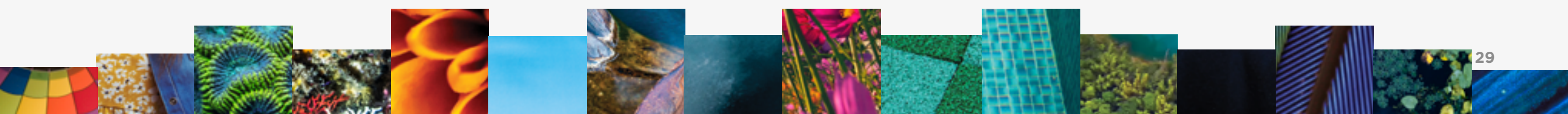


Business Resource Groups

Business Resource Group (BRGs)—employees who come together around common and different interests, perspectives, and experiences—are the heart and soul of company culture at VSP Vision. Our BRGs play a key role in informing business decisions, helping us to deliver meaningful solutions and an exceptional experience for our members. BRGs prioritize inclusion, welcoming all employees, with a total membership of 2,460 employees across eight BRGs in 2024.

Our BRGs

- Abilities Beyond Limited Expectations
- Asian & Pacific Islander
- Black Heritage
- Empowered Professionals
- Latino
- Military, Veterans, and Families
- Pride
- Women's Inclusion Network





Fostering an Empowered Workforce

At VSP Vision, we're committed to creating a workplace where employees thrive, grow, and make a difference. In 2024, employee feedback directly shaped how we improved onboarding new employees, strengthened collaboration among employee groups, and enhanced manager support—leading to stronger engagement and retention rates 17% above industry standards. Our refreshed new hire onboarding and VSPeople Connections Conference are part of our award-winning training that

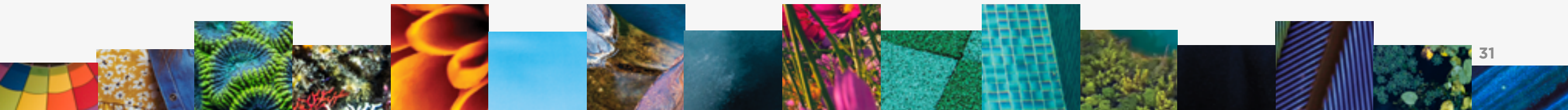
earned us the Training Magazine APEX Award two years in a row, helping align teams and support employee growth, while the *See Me For Me* employee spotlight series fostered empathy and understanding.

Based on employee feedback about their experience, in 2024 VSP earned Great Place to Work Certification™ in the U.S. and was named to the Fortune Best Workplaces in Health Care™ list.



“ We are proud to receive the 2024 Great Place to Work Certification. This achievement is about our employees—each team member shapes our culture and contributes to making VSP Vision a special place to work. This recognition reflects our shared commitment to creating a workplace that’s inclusive, purpose-driven, and collaborative.”

—Kristi Cappelletti-Matthews, VSP Vision Chief Human Resources Officer



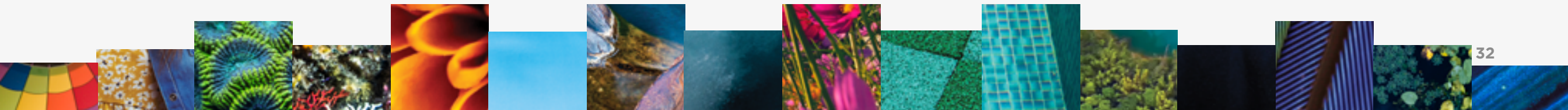
Advancing Sustainability

Environmental sustainability and social responsibility matter deeply to our stakeholders and our business. VSP Vision is committed to making strides on its sustainability progress. In 2024, we engaged a third-party advisor to guide us on developing and advancing a sustainability strategy that meets the needs of our business and stakeholders, including regulators in the global markets in which we operate.

As part of that work, in 2024 we conducted a double materiality assessment aligned with the requirements of the European Union's Corporate Sustainability Reporting Directive (CSRD) to help better understand our material sustainability topics.

We are also taking significant steps to better understand and manage our greenhouse gas (GHG) emissions. In 2024, we began the process of developing a comprehensive Scope 1, 2, and 3 emissions inventory, an effort that will continue through 2025.

As of the publication of this report, we are reviewing our materiality assessment results to inform where we focus our sustainability efforts moving forward, and continuing our GHG inventory. We look forward to sharing more details, including our baseline inventory, in our next Impact Report.





Eyes on Tomorrow

EYES ON TOMORROW is a globally focused sustainability platform designed to guide Marchon Eyewear in ensuring its eyewear and operations have a reduced impact on the planet and commits the company to being the best possible partner to its stakeholders, employees, and communities.

Within just a few years, Marchon has made advances in each of the platform's three pillars:

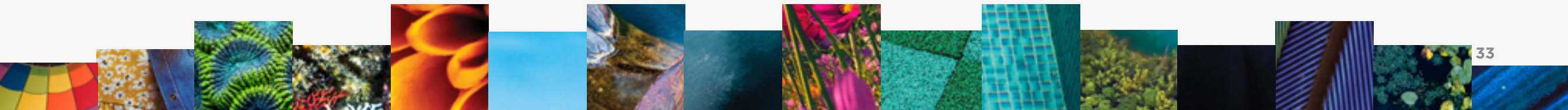
Eyewear – creating more sustainable frames, lens, and packaging solutions

Supply Chain – innovating the ways we manufacture, transport, and store our products to lessen the impact of all related activities

People – striving to create an inclusive environment for our workforce and partners, and a positive contributor to the communities we call home

“ We are proud of the commitment, steady growth, and advances we’ve made across our EYES ON TOMORROW pillars since the platform’s inception in 2021. We’re excited to leverage our learnings and successes to inspire similar activities at other VSP Vision companies in the future. ”

—Sara Nardo, Marchon Chief Sustainability Officer





2024 Sustainability Highlights

Eyewear Sustainability Initiatives

Introduction of bio-based sun lenses

Offered in many brands across the Marchon portfolio, bio-based lenses are made with at least 44% biomass content, a cleaner alternative to traditional oil-based plastics. Sunglass lenses can be made as solid, gradient, mirrored, or polarized coated lenses.

Sustainable demo lenses

In 2024, all Marchon brands made the switch to sustainable demo lenses, which are made from 100% recycled post-consumer content and GRS-certified. The demo lenses also have Carbon-Neutral Certification from BSI Kitemark, pass Reach standards, and are suitable for all frame materials.

Elimination of PVC

Polyvinyl Chloride (PVC) is a synthetic material that is harmful to our health and our environment, commonly used in the eyewear industry for nose pads. Marchon has eliminated the use of PVC in all brands and frames.

Reduction of air freight

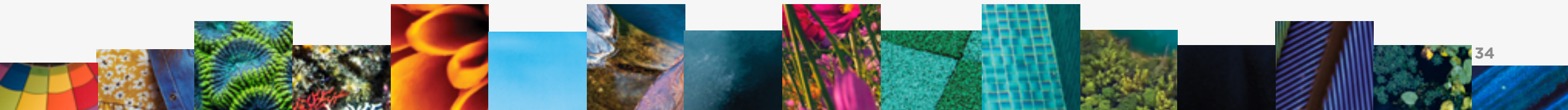
In the second half of 2024, the Marchon U.S. distribution center significantly reduced its domestic air freight use, demonstrating a commitment to social and fiscal responsibility.

Continued innovation in point of purchase (POP) displays

More than 80% of Marchon POP and packaging items are produced with recyclable materials (FSC® & SFI-certified paper and cardboard, chemical free inks, wooden dowels). POP displays, banners, and counter cards are shipped flat (to reduce packaging) and feature QR codes for easy in-store assembly instructions or more information on the brand and sustainability efforts.

Greener packaging solutions

By updating the materials of our plastic polybags, we diverted 31 tons of plastic from landfills in 2024, and 66 tons of plastic from landfills since 2023.



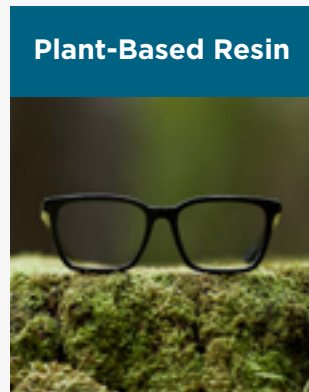


Keeping the World Beautiful One Frame at a Time

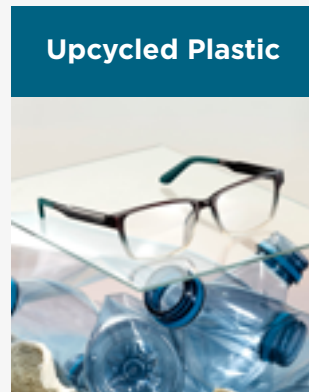
In 2021, we committed to produce 50 percent of eyewear frames from sustainable materials by 2025. We continue to seek new partnerships and explore innovative sustainable materials that provide the quality and design consumers want while treading more lightly on the earth.

In 2024, we exceeded our goal and increased the percentage of frames made from sustainable recycled and biobased materials to 53 percent,* a 61 percent increase from the previous year.

To learn more about the sustainable materials used in our frames, check out [EYES ON TOMORROW](#).



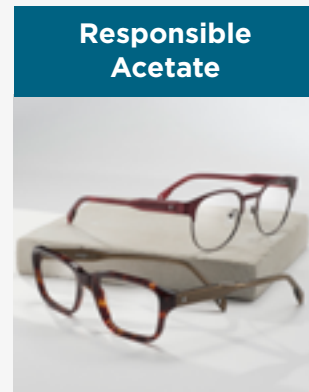
Brands available:
Calvin Klein, Calvin Klein Jeans, Columbia, Converse, DKNY, Dragon, FERRAGAMO, Karl Lagerfeld, Lacoste, Liu Jo, Longchamp, McAllister, Nike, ZEISS



Brands available:
Converse, Dragon, Joe by Joseph Abboud, Karl Lagerfeld



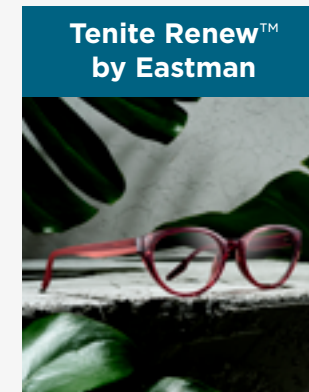
Brands available:
Dragon, JOE by Joseph Abboud, Nautica, Nike, Skaga



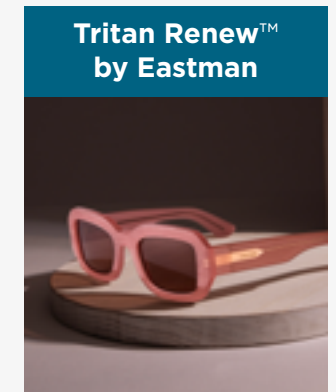
Brands available:
Calvin Klein, Cole Haan, Skaga



Brands available:
Anne Klein, Cole Haan, Donna Karan, FERRAGAMO, Joseph Abboud, Lacoste, Longchamp, Skaga



Brands available:
Converse, DKNY, Nautica, Nike



Brands available:
Ferragamo, Nike
Lenses only:
Calvin Klein, Longchamp

*The calculation is based on frames containing a minimum of 20 percent of sustainable materials defined as materials derived from bio-based inputs, materials derived from recycled inputs, or both.



Canada Goose Eyewear

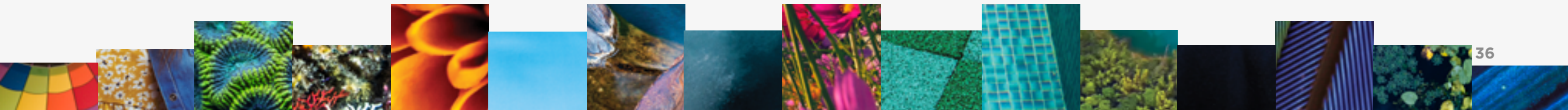
In September 2024, Marchon and Canada Goose signed an exclusive long-term licensing agreement for eyewear—a first for the Canada Goose brand. Launching in Spring 2025, the eyewear collection incorporates signature design elements and performance features, all crafted with sustainable materials including Eastman Acetate Renew, plant-based resin, and titanium.



“ In our ongoing effort to add world-class partners to our portfolio of brands, we are excited to welcome Canada Goose and bring their performance luxury brand to consumers around the world. Canada Goose shares our dedication to quality, craftsmanship, and design, and along with their commitment to using sustainable materials, we are confident their expansion into eyewear will add to the brand’s continued success.”



—Thomas Burkhardt, President, Marchon Eyewear, Inc

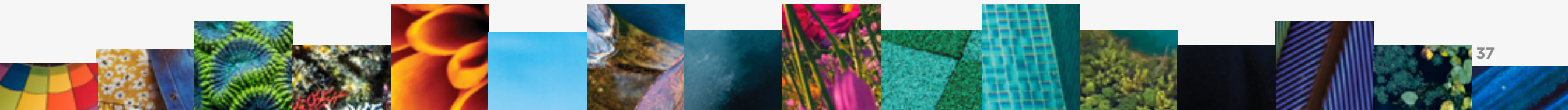




Going Green. Winning Green.

Thoughtfully designed in sustainable plant-based resin with Eastman Tritan Renew lenses, Longchamp sunglass style LO758S had an award-winning year.

- CSE (Certified Sustainable Eyewear) Award for the sunglass category in Milan, Italy, at MIDO, the largest international show dedicated to the global eyewear sector
- NOW Award for Best Sunglass Style of 2024 at Vision Expo East
- Accessories Council 2024 Design Excellence Award for the eyewear sun multi-brand category





Helping to Keep America Beautiful

For the third year in a row, Altair Eyewear, a division of Marchon and a subsidiary of VSP Vision, partnered with Keep America Beautiful through the Great American Cleanup. Each spring, the Great American Cleanup unifies and beautifies communities across the United States in a grassroots spring-cleaning movement. Altair held one event in Long Island, New York, near the Marchon campus.



“ It was my second year participating in the Great American Cleanup. It was such a rewarding experience to help beautify our green spaces. I’m proud to be part of a company that values community engagement and environmental stewardship.”
—Daniela D., Marchon employee (pictured with her daughter)

2024 Keep America Beautiful

55

Volunteers

600

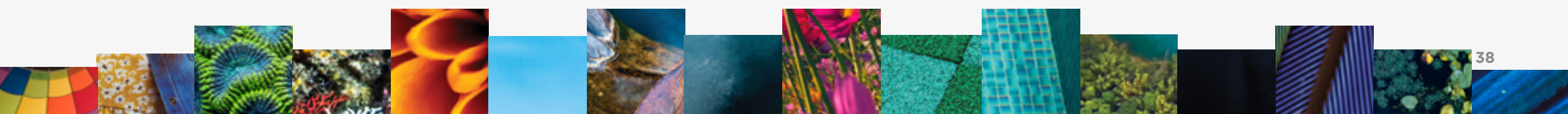
Pounds of garbage collected

1,000+

Cigarette filters collected and recycled

\$1,500

Earned in volunteer rewards to donate to nonprofits





vspvision.com/social-responsibility

