



# Global Sales

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**Sales**

# Global sales footprint

**Tonometers and imaging devices sold in 100 countries globally**

- Five Sales offices
  - Finland
  - Italy
  - USA
  - Australia
  - China
- Direct sales & sales reps in USA
- Over 130 distribution partners in APAC, EMEA, Latin America & Canada

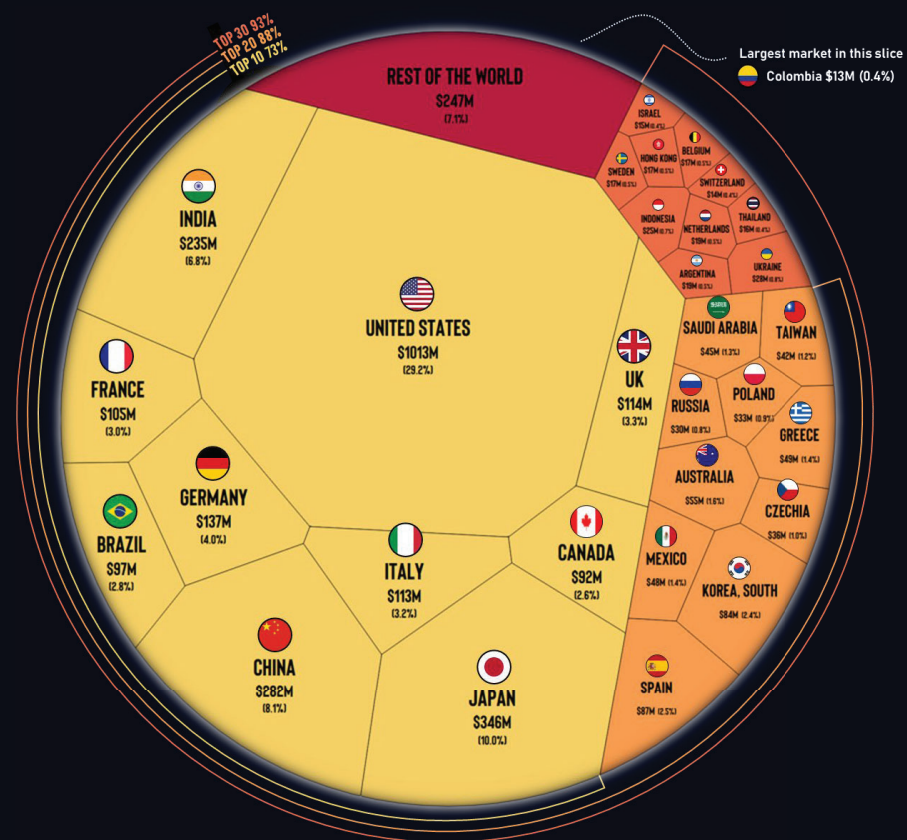


# Our market to play

Share of the \$3.45B global diagnostic equipment market, by country (2023)

Global diagnostic equipment market dominated by top 10

- U.S., Japan, China, India, Germany, UK, Italy, France, Brazil and Canada



Source: Market Scope report 2022  
Data include maintenance

# Key customer segments & our core offering

SEGMENT	Optometry / Optical stores	Standard Ophthalmology	Premium Ophthalmology	Non-ophthalmic segments
PRODUCTS	<ul style="list-style-type: none"> <li>• IC100, IC200</li> <li>• DRSplus</li> <li>• COMPASS</li> <li>• EIDON, EIDON AF</li> </ul>	<ul style="list-style-type: none"> <li>• IC100, IC200</li> <li>• DRSplus</li> <li>• EIDON AF</li> </ul>	<ul style="list-style-type: none"> <li>• EIDON AF/FA</li> <li>• IC100, IC200</li> <li>• DRSplus</li> <li>• COMPASS</li> <li>• MAIA</li> </ul>	<ul style="list-style-type: none"> <li>• DRSplus</li> <li>• ILLUME</li> </ul>
Unique features of devices				
Connecting software				

# Why do customers choose iCare? USPs of our products from customer perspective

## Tonometry



- Reliable
- Patient-friendly
  - no anesthetics, no air-puff
- Portable

## Imaging



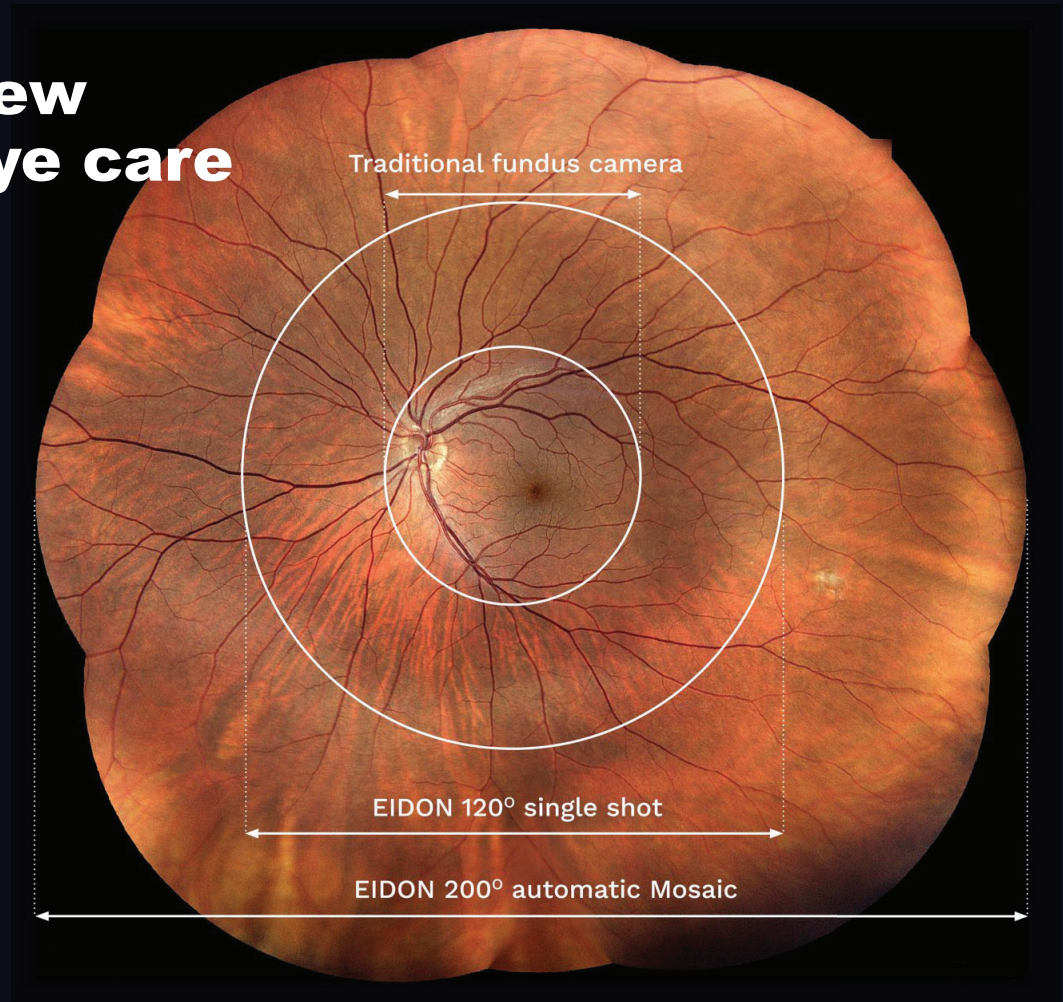
- Outstanding image quality
- UWF in EIDON
- Patient-friendly
- Automated

## Screening



- Reliable & easy-to-use
- Quick & accurate AI report
- Automated

# Our products set the new clinical standards of eye care



iCare EIDON TrueColor

# Fit for purpose sales channels to reach customers



## Future focus

- Make** smart distribution channel choices based on the scale in the market and the nature of the product
- Develop** the relationship with distribution partners to harvest the full market potential
- Strengthen** our skills in retina specialist products
- Build** new, non-ophthalmic distribution channel for screening business
- Continue** to build our Key Opinion Leader network and collaborations

**Our happy customers are the best salespeople**

A REAL-LIFE STORY





# Key takeaways

We have a broad offering for different customer segments

Superior customer experience builds the brand forward

We have clear USPs attracting customers

Retinal screening in non-eye care settings

Our adaptable channel strategy is building on existing strengths

Our global footprint enables growth and grasp of market share