#

## BASIC FACTS

### Corporate name of retail firm/company:\*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### Headquarters street address:\*

Street Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

State: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Zip Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### Headquarters telephone number:\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### ****Company Website****\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### ****General Email****\*\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## EXECUTIVES

#### Name and exact title of top company executives (i.e., president, CEO. etc.) and year appointed:\*

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Name** | **Title** | **Year Appointed** |
| Executive 1 \* |  |  |  |
| Executive 2 \* |  |  |  |
| Executive 3 \* |  |  |  |
| Executive 4 |  |  |  |
| Executive 5 |  |  |  |

## OPTICAL TRADE NAMES

#### Are you doing business as ****the corporate name you entered earlier?****

( ) Yes

( ) No

#### Please list all optical retail trade names/DBAs under which your company operated as of 12/31/17:

DBA 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DBA 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DBA 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DBA 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DBA 5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## SUNGLASS ONLY TRADE NAMES

#### Does your company operate any sunglass only locations?\*

( ) Yes

( ) No

#### Please list all sunglass only retail trade names/DBAs under which your company operated as of 12/31/17:

 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## U.S. UNITS & REVENUE (includes Puerto Rico)

#### ****OPTICAL****

Corporate Total U.S Optical Units: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Corporate Total U.S. Optical Revenue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****SUNGLASS ONLY****

Corporate Total U.S Sunglass Only Units: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Corporate Total U.S. Sunglass Only Revenue: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### ****What percent of your optical sales are through online orders?****

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****What percent of your online sales are from the following categories?****

\_\_\_\_\_\_\_\_Contact Lenses

\_\_\_\_\_\_\_\_Sunglasses

\_\_\_\_\_\_\_\_Eyeglasses

\_\_\_\_\_\_\_\_Other

## DBA 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****UNITS****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

#### ****REVENUE****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

## DBA 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****UNITS****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

#### ****REVENUE****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

## DBA 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****UNITS****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

#### ****REVENUE****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

## DBA 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****UNITS****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

#### ****REVENUE****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

## DBA 5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### ****UNITS****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

#### ****REVENUE****\*

\_\_\_\_\_\_\_\_U.S. company-owned stores

\_\_\_\_\_\_\_\_U.S. franchised stores

\_\_\_\_\_\_\_\_U.S. leased depts

\_\_\_\_\_\_\_\_Other U.S. stores

## ACQUISITIONS/DIVESTITURES 2017

#### Did you have any acquisitions in 2017?

( ) Yes

( ) No

#### Did you have any divestitures in 2017?

( ) Yes

( ) No

#### Please list ACQUISITIONS made in calendar year 2017:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Company/Store Acquired** | **Headquarters Location** | **Number of Units** | **Date Acquired** |
|   |  |  |  |  |
|   |  |  |  |  |
|   |  |  |  |  |

#### Please list DIVESTURES made in calendar year 2017:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Company/Store Sold** | **Headquarters Location** | **Number of Units** | **Date Divested** |
|   |  |  |  |  |
|   |  |  |  |  |
|   |  |  |  |  |

## BUYERS/MERCHANDISING/OPERATIONS EXECUTIVES

#### Who at your company is responsible for the following product-buying decisions?

|  |  |  |
| --- | --- | --- |
|  | **Name** | **Title** |
| Frames |  |  |
| Sunglasses |  |  |
| Spectacle Lenses |  |  |
| Contact Lenses |  |  |
| Accessories |  |  |
| Lab/Lab Services |  |  |
| Practice Management/EHR Systems |  |  |

### What would you say is the company's biggest achievement in 2017?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## YOUR CONTACT INFO:

#### Please enter your contact info in case we have any questions about your responses:\*

Your name:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your title:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your email:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your phone number:: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Thank You!