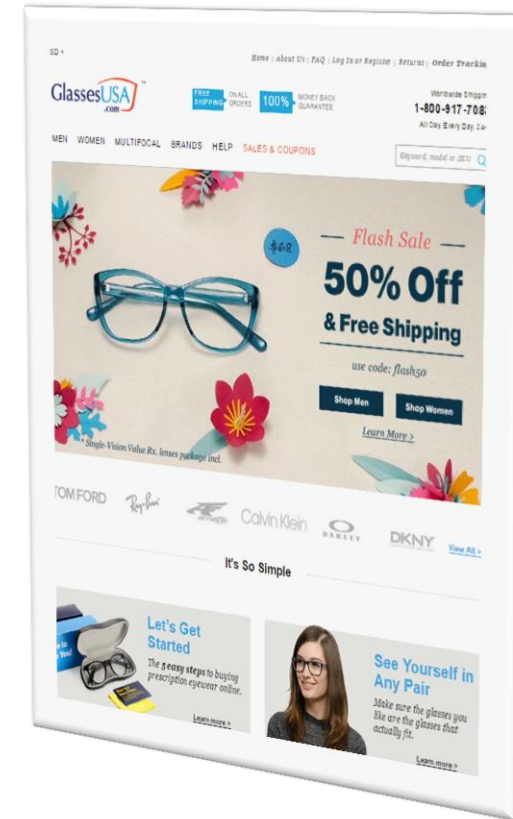


OPTIMAX

Changing the way people buy eyeglasses

Optimax

- Optimax Investments, LTD has been at the forefront of disrupting the optical market within the United States
- Founded in 2008, our goal has been to make eyewear more affordable without compromising on quality
- Our flagship brand, GlassesUSA.com is the 2nd largest online reseller of Rx. Glasses. Has been listed by Internet Retailer to the Top 300 Online Retailers in North America
- Our success is driven by our capabilities



Capabilities

- We have facilities in the United States, Thailand, Russia and Israel
- We produce **thousands of customized orders per day** with a turnaround time (order to delivery) of less than a week.
- Provide all kind of optical solutions (incl. multi focal, high index lenses etc)
- At any given moment we have over a million lenses in stock, with over 3000 Frame SKU's including designer brands (e.g. Ray-ban, Tom Ford, Oakley) and house brands (e.g. Muse, Amelia E)
- We are the only online retailer in America that has an exclusive partnership and cooperation with Luxottica, the largest manufacturer of designer frames in the world
- Extremely HAPPY CUSTOMERS (highest NPS in the industry +55%)

Controlling the process with no middle men

- Having a strong and visible retail presence that is known as a destination for value for money
- Educating consumers through direct partnerships with their Ophthalmologist
- Working alongside HR Managers, Benefit Brokers and Health Benefit Exchanges to develop a managed care plan that is by far more competitive than current offerings





Why Us

Benefit Plans

Claim Now

Eye Wellness

FAQ

Member | Employer | Broker | Call | Contact Us | Member Login



Seeing is believing

Vision benefit plans that offer unbelievable value.

[VIEW PLANS](#)



A modern approach to vision benefit plans.

Benefit plans aimed to save you



You can't compare apples & oranges

But you can definitely compare



Employers who care about eyecare

Investing in your employees vision

	Basic	Premium	Deluxe
Frames			
2000 + Private Labels	50% Off	FREE	FREE
Designer Brands	25% Off	25% Off	FREE
Lenses			
Standard Single Vision	FREE	FREE	FREE
Single Vision Thin Lenses (1.61 index)	50% Off	50% Off	FREE
Multifocal, Bifocal & Progressive	50% Off	50% Off	FREE
RX Sunglasses	50% Off	50% Off	FREE
UV Protection Coating	FREE	FREE	FREE
Anti-Scratch Coating	FREE	FREE	FREE
Anti-Glare Coating	FREE	FREE	FREE
Photochromic Lenses	50% Off	50% Off	50% Off
Additional			
Contact Lenses	Discounts apply	Up to \$85 In lieu of free frame	Up to \$120 In lieu of free frame
Out-of-Network Reimbursement	—	Up to \$70 In lieu of free frame	Up to \$100 In lieu of free frame
Family Membership Discount	✓	✓	✓
Eye Examination Reimbursement	—	Up to \$40	Up to \$40
Monthly Cost	\$9	\$14	\$19
Annual Cost	\$100	\$160	\$215

	EyeMed Bright Vision	VSP Enhanced	UVP Deluxe	Category Winner
Frames	\$0 co-pay \$200 allowance, 20% off balance over \$200	25\$ co-pay, \$150 allowance, 20% dicount over allowance	\$0 co-pay FREE (including brands)	UVP
Standard Single Vision Lenses	\$20 co-pay	25\$ co-pay	FREE	UVP
Thin Single Vision Lenses (1.61 index)	N/A	N/A	FREE	UVP
Lined Bi-Focals	\$20 co-pay	\$25 co-pay	FREE	UVP
Progressive Lenses Standard	\$20 co-pay	\$55	FREE	UVP
Tinted Lenses	FREE	\$15-\$17	FREE	UVP, eyemed
Anti-Glare Coating	FREE	\$15	FREE	UVP, eyemed
UV Protection Coating	FREE	\$16	FREE	UVP, eyemed
Anti-Scratch Coating	FREE	FREE	FREE	UVP, eyemed, vsp
Can Benefits Be Used For Non-Prescription Sunglasses?	No	No	Yes, for FREE	UVP
Monthly Cost	\$30	\$33	\$19	
Annual Cost	\$360	\$395	\$215	

What we can do for you

- **Significantly reduce costs on eyewear**
- Provide a wider range of options on styles, shapes, colors of frames, lenses, coatings etc.
- Provide a better solution for managed care / insurance / vision benefit plans that will cut costs drastically from current levels
- Make quality prescription eyeglasses more affordable by disrupting the norm

Thank You!