



**Eye Care Centers  
of America, Inc.®**

**Empire  
Vision Centers®**

# Company Overview

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## Who is HVHC?



One of the Nation's Premier Managed Vision Care Companies

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A Top Global Eyewear Company

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The Largest U.S.-Owned, Optical Retail Chain

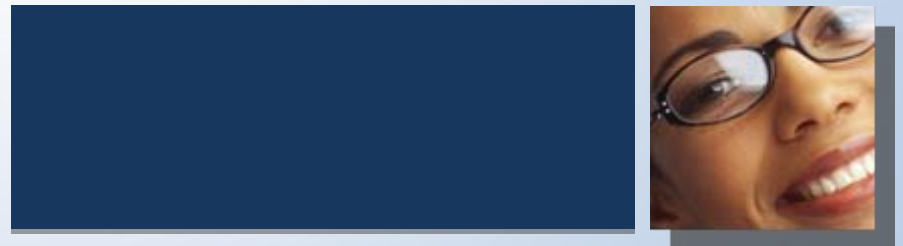
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# Global Summit Theme

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- “New Paradigms: A New Economy Redefines Price, Value and Retailing Formulas”
- Biggest paradigm shift is how we look at different consumer groups



# New Economy Consumers

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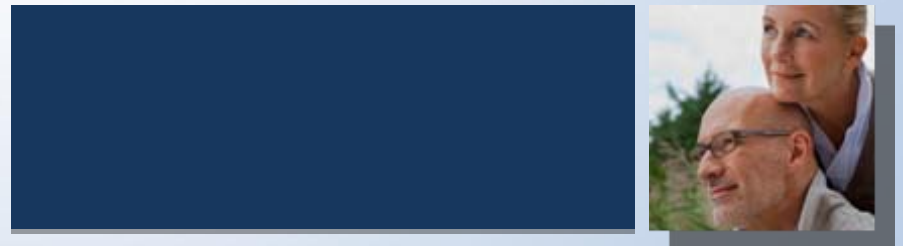
- Financially challenged/Need
  - Financially challenged
  - Have a definite need to fulfill
- Mindset: “I need fulfill this need spending as few dollars out of my pocket as possible – and I’m not even sure where to find those dollars.”



# New Economy Consumers

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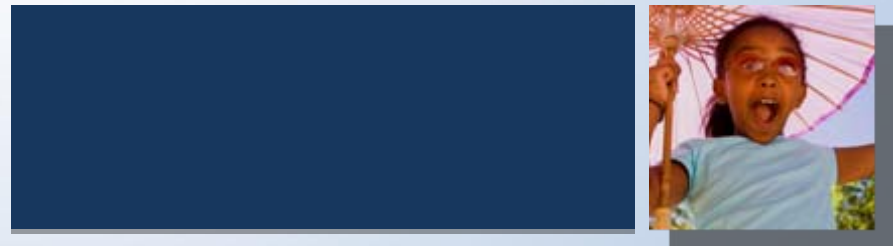
- Financially Stable – Need/Want
  - Financially stable, fiscally conservative
  - Have a non-pressing need, nagging want
- Mindset: “I’d really like to buy a new “X” and I’m willing to spend the dollars – as long as I find a great deal. I want the biggest bang for my buck.”



# New Economy Consumers

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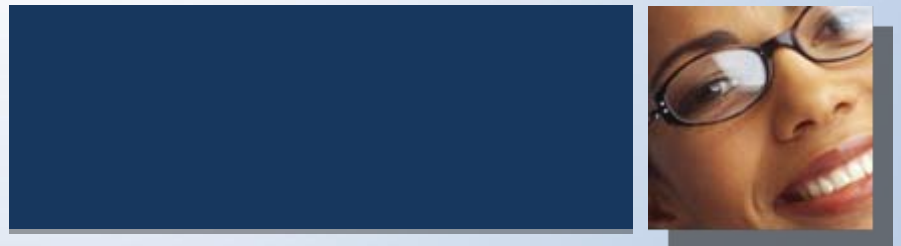
- Financially Secure – Smart Shopper
  - Financially secure, shopping is the thrill of the hunt
  - Has new appreciation for want vs. need
  - Has mastered the art of the “trade-off”
- Mindset: “This is more than I was planning to spend, but this is an incredible deal....it’s what I’ve really been wanting.....I just can’t pass it up!”



# New Economy Consumers

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- Reset: Think of consumers psychographically, not just demographically
  - All three New Economy Consumer groups cross all demographic groups of income, age, gender, ethnicity, geography, etc.
- Depending on the product, consumers may fall into any of the three New Economy Consumer groups.



# How HVHC Retail is Responding

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- Maintaining our value positioning
- Taking a “Test and Learn” approach to find marketing, merchandising, visual merchandising and selling approaches to resonate with the mindset for each of the New Economy Consumers groups

