

Hans Anders & Doctors of the World spectacles project

In Belgium, 1 in 5 people still postpone buying spectacles for financial reasons. That should not be the case, says Hans Anders. To change this, we started a glasses project in Belgium in 2015 together with Doctors of the World. This continuous cooperation allows us to fulfil our mission to make good vision and hearing accessible to everyone. Every year, this is how Hans Anders helps hundreds of people in Belgium to participate in society with good vision.



Patiënte Judith ziet voor het eerst in 10 jaar de dingen scherp

"Tot 10 jaar geleden verslond ik boeken. Tot ik langzaam veranderde in een blinde mol. Ik wist dat ik een bril nodig had, maar ik kon die niet betalen. Tot ik bij Dokters van de Wereld terechtkwam. Zij vertelden me over het brillenproject met Hans Anders. Toen ik met mijn voorschrift binnenstapte in de winkel was ik nerveus. Maar de winkelier was heel vriendelijk. Samen hebben we een uur lang monturen uitgekozen. En ik vind dat hij me perfect staat!"

Sponsoring glasses

Both Hans Anders and Doctors of the World believe not being able to afford glasses and have poor vision is unjust. Which is why we sponsor spectacle frames and corrective lenses for everyone who is visually impaired and needs assistance.

How does the glasses project work?

- A patient in need visits one of the care centres* of Doctors of the World.
- The patient is then examined by an eye specialist. If the exam shows that they need specially-adapted glasses, the patient receives a prescription for the glasses. The patient takes the prescription to Hans Anders and together we choose a frame and suitable lenses.
- The glasses are then ordered immediately. The optician calls the patient when the glasses have arrived.

An international NGO

Doctors of the World is an international NGO that aims to make health care accessible to all. In Belgium, Doctors of the World has 4 care centres

- Brussels
- Antwerp
- La Louvière
- Ostend

This is where people who fall outside the traditional care system can go for medical assistance. Doctors of all specialities (ophthalmologists, as well as ear, nose, and throat doctors, dentists, etc.) provide their services in these care centres on a voluntary basis. You can become a volunteer or donate via www.doktersvandewereld.be or make a donation via BE26 0000 0000 29 29.

ABOUT HANS ANDERS

Distinguishing in optics and hearing care, leading in retail

Hans Anders Retail Group

The Hans Anders Retail Group has been one of the fastest-growing concerns in optics and hearing care in Europe for some time. The retail platform features three retail brands – **Hans Anders**, **eyes + more** and **Direkt Optik** - and aspires to become a market leader in the value-for-money segment in the European markets operated by the group, in a socially responsible way.

Value-for-money

The popular and growing value-for-money market segment distinguishes itself by reaching the optimal combination of value and price. The Hans Anders Retail Group responds with smart retail entrepreneurship;

continued value increase for the best pricing in the market at all times. The mission of the group is to make good sight and hearing accessible to all. The Hans Anders Retail Group distinguishes itself from its competition and is a retail market leader. Always growing in an agile and resilient way, even going against dominant retail trends.

The Hans Anders Retail Group was acquired by British investor 3i in January 2017. In 2019, eyes + more was added to the group.



Hans Anders