



© 09 December 2021, 12:30 (CET)

Hans Anders Retail Group announces partnership with Team DSM

Gorinchem/Brussel, 9 december 2021 – Hans Anders Retail Group, with its well-known optic chains Hans Anders and eyes + more, will become an official partner of **World Tour Cycling Team DSM, as was announced today during the team's official 2022 Team Launch. With part of the partnership focusing on the joint development of high-quality race eyewear.**



The foundation for the long-term strategic partnership is driven by a joint view on values as collaboration, commitment, integrity, passion and pride. The strategic partnership will become a central pillar in the international marketing strategy, aimed at achieving growth with the Hans Anders and eyes + more formulas in the various countries where they operate. Alongside the contribution to their international growth strategy, the partnership will also focus on the combination of eye care, vision and the latest technology. From the start of the new season Team DSM will wear new athletic race eyewear, a true joint development project by the specialists of both partners, with the aim of setting a new standard for athletes competing at the highest level.



Team DSM CEO Iwan Spekenbrink added: "We are proud that the Hans Anders Retail Group is joining us for such a strategic partnership in race eyewear. They are one of the biggest players in the European optician market. They operate various retail chain formulas with over 700 stores and are a market leader and frontrunner in optics innovation but foremost, we share a joint vision on sustainability, safety, innovation and the ambition to continuously improve ourselves. Their commitment and drive to succeed is exceptional. Their engineering power will be essential in our joint efforts to raise the bar in race eyewear development. We are excited to begin our cooperation and are looking forward to this partnership with Hans Anders Retail Group".

"We are looking forward to collaborating with Team DSM for the coming 3 years. Team DSM and our optical chains Hans Anders and eyes + more complement each other perfectly: they know the importance of good vision when delivering top performance and we, as eyewear experts, know what it takes to develop high-quality eyewear. We also share the passion and drive to always get the best out of people and their environment."

— Hans Anders Retail Group CEO, Bart van den Nieuwenhof



ABOUT HANS ANDERS

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