

'Hans Anders Retail Group' is renamed and continues focus on international growth

'Future-proof, value-for-money eye care for all'

As of tomorrow, the company behind the optician chains Hans Anders, eyes + more and Direkt Optik will be called 'nexeye'. This decision was made to reinforce the group's international growth ambitions and the mutual cooperation between the labels in the areas of digitalization and innovation.

The group also appointed two new executives: On 1 June, Frank Holtman will become commercially responsible for the chain eyes + more at nexeye. He previously was Head of Selling at C&A Netherlands since 2016. Boukje Taphoorn, Chief Marketing Officer/ Chief Customer Officer at Bol.com, joins the Board of nexeye.



The new name and logo of (formerly) the Hans Anders Retail Group.

With the launch of the new group name, the board redefined its international growth objectives. Investments in digitalization, omnichannel innovations, product development, procurement and ESG policies enable current and potential future labels on the nexeye platform to benefit from pooling their forces and accelerated growth. This will allow nexeye to continue to make good, affordable eye care available to everyone in several countries in Europe.

Growth, digitisation and innovation

Despite COVID, nexeye's store count has nearly doubled from 370 to 720 over the past three years. The company now operates in five European markets (the Netherlands, Belgium, Germany, Austria and Sweden).



eyes + more, the optical chain acquired by the Hans Anders Retail Group in late 2018, has grown by more than 100 stores in 5 years.

Far-reaching investments in digitalization and innovation are another reason the optician group has grown significantly in recent years. The various labels have innovated considerably in the online orientation and purchasing process, and have implemented a hybrid appointment model. Great strides have also been made in digitisation and the integration of logistics processes throughout the chain. As a result, nexeye has a leading role in “omni-channel retail” within the optician sector. The ambition for the future is to further expand this leading position.

According to Bart van den Nieuwenhof, CEO of nexeye, this is the time to move on: *"By working together to the maximum extent under the common nexeye banner and sharing knowledge and resources with each other, we aim to accelerate the growth of our current and future labels, creating value for all our stakeholders. I am convinced that this will succeed, especially now that we have found reinforcements Frank Holtman as commercial director for eyes + more. Boukje Taphoorn, as a new member of the Board, will bring in a lot of knowledge to nexeye about branding and digitisation."*



Bart van den Nieuwenhof, CEO of nexeye



Edwin van Wijk

Press officer

evanwijk@valueatstake.nl

+31 6 234 802 17



Rian van Koullil

Director Communications, Hans Anders Retail Group

r.van.koullil@hansanders.nl

+31 6 126 838 24



About nexeye (and its labels)

Nexeye is a platform of retail companies that currently consists of three value-for-money optician brands operating in five European countries.

Hans Anders was founded forty years ago and is active in eye and hearing care in the Netherlands and Belgium with 407 locations. In 2021, the chain won the Shopping Award thanks to a successful omni-channel strategy.

eyes + more operates at 280 locations in Germany, Austria, the Netherlands and Belgium, focuses on affordable, fashionable eye care and is the fastest growing optician chain in Europe.

Direkt Optik has 37 stores in Sweden. Nexeye and its labels employ more than 4,000 people (headcount).

ABOUT HANS ANDERS

Hans Anders Retail Group

The Hans Anders Retail Group is one of the fastest-growing value-for-money concerns in optics and hearing care in Europe for some time, with 705 stores in the Netherlands, Belgium, Germany, Austria and Sweden. The group features three retail brands – Hans Anders, eyes + more and Direkt Optik.

Hans Anders is one of the most well-known retailers and volume-based market leader with 403 stores in the Netherlands and Belgium. Hans Anders makes high-quality eye and hearing care affordable to all.

eyes + more, part of the Hans Anders Retail Group since 2018, currently has 266 stores in Germany, Austria, the Netherlands and Belgium and is among the fastest growing companies in the eyewear industry. The eyewear chain, with complete prices for fashion eyewear, was founded in 2005 in the Netherlands.

Direkt Optik is represented by 36 stores across Sweden. The optician chain is appreciated for its service, knowledge and unique offers.

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.

