



NEWS RELEASE

KITS Eyecare Announces Record Breaking Sales Week of \$4.5M

2025-11-11

Glasses Revenue Growth of 50% Year-Over-Year

VANCOUVER, BC, Nov. 11, 2025 /CNW/ - **Kits Eyecare Ltd.** (TSX: KITS) ("KITS" or the "Company") a leading vertically integrated eyecare provider, is excited to announce record-breaking results from the Company's week of November 1st to November 8th, 2025.

Highlights from the Company's Record Week Include:

- Total Sales of \$4.48M, 27% year-over-year increase.
- Approximately 10,000 Glasses Units Ordered, with Glasses Revenue Increasing 50% Year-Over-Year.
- Repeat Customers Contributed 66% of Total Revenue.
- Marketing Spend Accounted for Approximately 14.5% of Total Revenue (\$649.6K).

"Performance as we enter the November and December peak period is off to a tremendous start." said Roger Hardy, Co-Founder and CEO of KITS. "We're seeing strong momentum into the holiday season, supported by continued execution across value, selection, and fast delivery. Key pillars that position us to deliver a strong Q4 and full year 2025."

The Company looks forward to providing updates as the fourth quarter evolves.

About KITS

KITS makes eyecare easy. KITS is a fast-growing consumer technology vision care brand using vertical integration to

provide eyecare for eyes everywhere. KITS is redefining how the world experiences eyecare. As a fast-growing, vertically integrated vision care platform, we combine digital innovation, operational excellence, and customer obsession to make eyecare easy, accessible, and affordable—for eyes everywhere. Through our advanced technology stack and proprietary suite of online vision tools—including OpticianAI™, our AI-powered fitting engine trained on more than one million customer interactions—we help customers find their perfect fit, guaranteed. Our end-to-end infrastructure—from in-house frame design and North American optical lab to just-in-time manufacturing and intelligent fulfillment—enables us to deliver made-to-order products with category-leading speed, accuracy, and value. By removing intermediaries and leveraging real-time data, we offer competitive prices, exceptional customer service, and a seamless digital shopping experience. At KITS, our mission is to earn our customers' lifelong trust by delivering beautiful products they love, service they remember, and an experience that sets a new standard for the future of eyecare. For more information on KITS, visit: www.kits.com.

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