



NEWS RELEASE

KITS Eyecare Announces Record Results for Cyber Monday

2023-11-29

KITS Generated Over \$700,000 in Revenue from Cyber Monday, Representing a 44% Increase Compared to Cyber Monday 2022

Record Results Driven by Repeat Customers and Eyeglasses

VANCOUVER, BC, Nov. 29, 2023 /CNW/ - **Kits Eyecare Ltd.** (TSX: KITS) ("KITS" or the "Company"), a leading vertically integrated eyecare provider, today announced key results from the Company's Cyber Monday event.

Highlights from the Company's record Cyber Monday include:

- Revenue increased 44% year-over-year to over \$700,000
- Gross margin dollars increased 54% year-over-year
- Repeat customers contributed 70% of revenue
- Eyeglasses led the growth with over 2,000 pairs of eyeglasses sold and revenue increasing 66% year-over-year
- Digital progressives experienced a 128% year-over-year increase in revenue
- Revenue generated in Canada increased 82% year-over-year, led by 300% year-over-year growth in Vancouver
- New KITS collections led growth on eyeglasses, including the McNelly Full-Rim Metal Collection, the LYKKE Titanium Rimless Collection, and the PRIMO Layered Acetate collection

"I'm pleased to report a record day of results on Cyber Monday," said Roger Hardy, co-founder and CEO of KITS. "The strength of our new eyeglasses collections, along with our loyal repeating customers, were major contributors to our record results. In addition, our logistical systems held strong in the face of more traffic and orders, giving us further confidence we have made the right investments to meet increasing demand. We look forward to continued

momentum throughout the holiday season as we continue to deliver unbeatable value, selection and convenience for eyes everywhere."

At the end of Q3, KITS offered 1,950 unique styles of eyeglasses with over 260,000 frames in stock. Eyeglasses are made at the Company's on-shore, automated optical lab on the west coast and shipped out to customers throughout North America, often in one day.

About KITS

KITS makes eyecare easy. KITS is a leading vertically integrated digital eyecare brand providing eyewear for eyes everywhere. We offer customers access to a vast selection of contact lenses and eyeglasses, including our own exclusive KITS designed products, as well as a robust suite of online vision tools. Our efficient digital platform, backed by our industry-leading manufacturing and designs, removes intermediaries, and enables us to offer great prices and deliver made to order personalized products with incredible care and accuracy. We are creating disruption in the industry by constantly pursuing cutting-edge technologies to enable the best customer experience, including online eyewear fitting tools, and virtual try-on for glasses. We strive to delight our customers with our competitive prices, a convenient digital shopping experience, fast and reliable delivery options, and an unrelenting focus on earning our customers' lifelong trust. For more information on KITS, visit: www.kits.com.

Forward-Looking Statements

This press release contains forward-looking statements, including statements relating to the execution of our proposed strategy, our operating performance and prospects for the business. These forward-looking statements generally can be identified by the use of words such as "intend," "believe," "could," "continue," "expect," "estimate," "forecast," "may," "potential," "project," "plan," "would," "will," and other words of similar meaning. Each forward-looking statement contained in this press release is subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement. Our business is subject to substantial risks and uncertainties. This forward-looking information and other forward-looking information are based on our opinions, estimates and assumptions in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward-looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct. Certain assumptions in respect of the expansion and enhancement of our optical laboratory for glasses and warehouse facilities; the growth of our business and launch of new technologies; our ability to drive sales growth; our ability to maintain, enhance, and grow within our addressable market; our ability to drive ongoing development and innovation of our exclusive brands and product categories; our ability to continue directly sourcing from third party suppliers and manufacturers; our ability to retain key personnel; our ability to add,

maintain and expand production, distribution and fulfillment capabilities; our ability to continue investing in infrastructure to support our growth; our ability to obtain and maintain existing financing on acceptable terms; currency exchange and interest rates; the impact of competition; the changes and trends in our industry or the global economy; and the changes in laws, rules, regulations, and global standards are material factors made in preparing forward-looking information and management's expectations. KITS' risks and uncertainties are discussed in detail in the company's Annual Information Form, filed on SEDAR on March 9, 2023. Investors, potential investors, and others should give careful consideration to these risks and uncertainties. We caution investors not to rely on the forward-looking statements contained in this press release when making an investment decision in our securities. The forward-looking statements in this press release speak only as of the date of this release, and we undertake no obligation to update or revise any of these statements, except as required under applicable securities laws. If we do update certain forward-looking information, no inference should be made that we will further update such or other forward-looking information.

SOURCE KITS