



NEWS RELEASE

KITS Eyecare Announces Revised Q1 2025 Guidance, Anticipates Higher Adjusted EBITDA Than Previously Forecasted

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Company Now Expects Adjusted EBITDA as a Percentage of Revenue between 6% and 8%,
Exceeding the Previous Guidance of 4% to 6%.

VANCOUVER, BC, March 17, 2025 /CNW/ - **Kits Eyecare Ltd.** (TSX: KITS) ("KITS" or the "Company"), a leading vertically integrated eyecare provider, announces an upward revision to the Company's Q1 2025 Adjusted EBITDA guidance. The Company now expects Q1 Adjusted EBITDA of approximately 6% to 8%, exceeding the previously guided range of 4% to 6%.

Updated First Quarter 2025 Outlook

For the first quarter of 2025, KITS management has increased their Adjusted EBITDA target range of 6% to 8%, an increase from the initial range of 4% to 6%. Forecasted revenue remains between \$46 million to \$48 million, representing a 32% to 38% growth rate year-over-year. See "Forward-Looking Statements" below for important disclosure with respect to expectations and forward-looking information.

Management Commentary

"We are pleased to increase our guidance for Adjusted EBITDA from 4-6% to 6-8%, reflecting the strength of our business model and the continued momentum across our key growth drivers," said Roger Hardy, CEO and Co-Founder of KITS. "We are seeing significant traction in new glasses customers as our latest collections resonate with first-time buyers and drive repeat purchases among existing customers. Consumption per customer remains strong as customers recognize the quality and value of our offering. As we continue to scale, we remain focused on delivering exceptional value to our customers while driving sustainable, margin-accretive growth for our

shareholders."

This revision aligns with our ongoing strategy to deliver consistent growth and operational excellence while maintaining transparency with our investors.

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, our expectations and outlook for the first quarter of 2025 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 a 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 fulfillment network, including our optical laboratory for glasses and warehouse facilities; the growth of our business and launch of new technologies; premium lens adoptions and smart eyewear expansion; 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. KITS' risks and uncertainties are discussed in detail in the company's Annual Information Form, filed on SEDAR on March 5, 2025. 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.

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