



NEWS RELEASE

KITS Eyecare Certified as a Great Place to Work for Second Consecutive Year

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VANCOUVER, BC, Dec. 19, 2022 /CNW/ - KITS Eyecare Ltd. (TSX: KITS) ("KITS" or the "Company"), Canada's leading, vertically integrated eyecare platform is proud to announce that it has become Certified™ by Great Place to Work® for the second year in a row. This certification is based on direct feedback from employees, provided as part of an extensive and anonymous survey about their experience working at KITS.

"A heartfelt thank you to all of our teammates at KITS," said Roger Hardy, CEO of KITS Eyecare. "Your hard work and dedication have been instrumental in helping us to reach our goals, and together, grow to a \$100 million revenue run rate in just four years. We are truly grateful for all that you have done. Without you, KITS would not be a Great Place to Work."

KITS was founded in 2018 at Kitsilano Beach in Vancouver, BC. Since launch, KITS has hired over 100 teammates in the Vancouver area at our state-of-the-art optical lab, flagship Kits beach store, and downtown Vancouver headquarters.

About Great Place to Work®:

Great Place to Work is the global authority on high-trust, high-performance workplace cultures. Through proprietary assessment tools, advisory services, and certification programs, Great Place to Work recognizes Canada's Best Workplaces in a series of national lists including those published by The Globe & Mail (Canada) and Fortune magazine (USA). Great Place to Work provides the benchmarks, framework, and expertise needed to create, sustain, and recognize outstanding workplace cultures. Visit us at www.greatplacetowork.ca or find us on Twitter at @GPTW_Canada.

About KITS

KITS is Canada's fastest growing, 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

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