



NEWS RELEASE

KITS Eyecare to Present at the 26th Annual Needham Growth Conference on January 16, 2024

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VANCOUVER, BC, Jan. 12, 2024 /CNW/ - **Kits Eyecare Ltd.** (TSX: KITS) ("KITS" or the "Company"), a leading vertically integrated eyecare provider, will be virtually presenting at the 26th Annual Needham Growth Conference on January 16, 2024.

Joseph Thompson, co-founder and COO, is scheduled to present on Tuesday, January 16, 2024, at 3:00 p.m. Eastern time, with one-on-one meetings held throughout the day.

The presentation will be broadcast live and available for replay **here** and via the investor relations section of the Company's website at **ir.kits.com**.

To receive additional information, request an invitation or to schedule a one-on-one meeting, please contact your Needham representative or KITS's investor relations team at **KITS@gateway-grp.com**.

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.

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