



BUILD ON ICARE BRAND AWARENESS AND CUSTOMER EXPERIENCE

Disclaimer

This presentation does not constitute an invitation to underwrite, subscribe for, or otherwise acquire or dispose of any Revenio Group Corporations' shares.

Group's past performance is no guide to future performance, and persons needing advice should consult an independent financial adviser.

This presentation contains statements that are estimates based on the management's best knowledge at the time they were made. For this reason, they involve a certain amount of inherent risk and uncertainty. The estimates may change in the event of significant changes in general economic conditions.

Disclaimer

This presentation does not constitute an invitation to underwrite, subscribe for, or otherwise acquire or dispose of any Revenio Group Corporations' shares.

Group's past performance is no guide to future performance, and persons needing advice should consult an independent financial adviser.

This presentation contains statements that are estimates based on the management's best knowledge at the time they were made. For this reason, they involve a certain amount of inherent risk and uncertainty. The estimates may change in the event of significant changes in general economic conditions.

Build on iCare brand awareness and customer experience



1

Offer optimized channels to market

1. What is our market?
2. To whom do we sell?
3. Which channels do we use?
4. How are we going to develop our channels?



2

Build a holistic customer experience

1. Understand customers
2. Develop a global brand
3. Add value through sales & marketing
4. Serve the customers uniformly

Global footprint

Tonometers and imaging devices sold in 100 countries globally.

Over 130 distributors globally

App. 150 employees globally

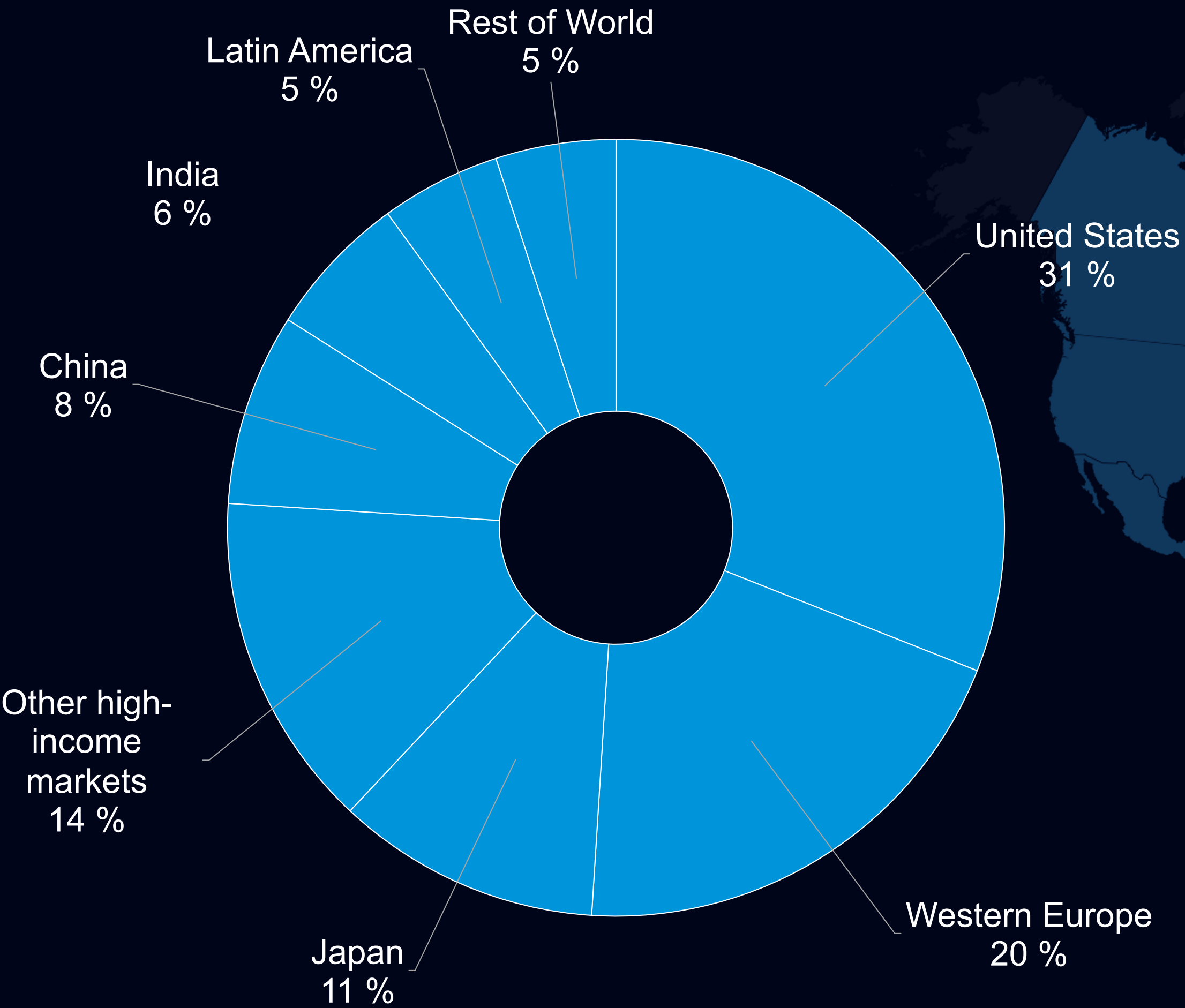
HQ in Finland

2 R&D Centers of Excellence (Finland, Italy)

Two locations in the US East and West

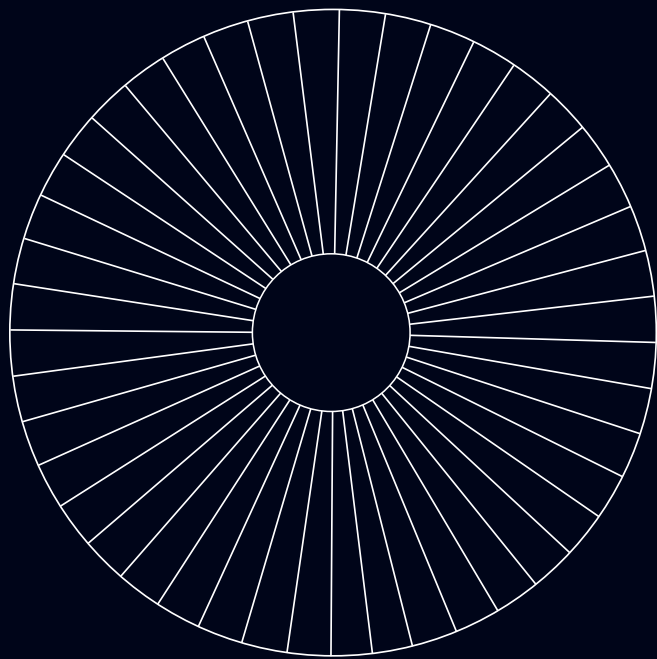


Global ophthalmic diagnostic market by region

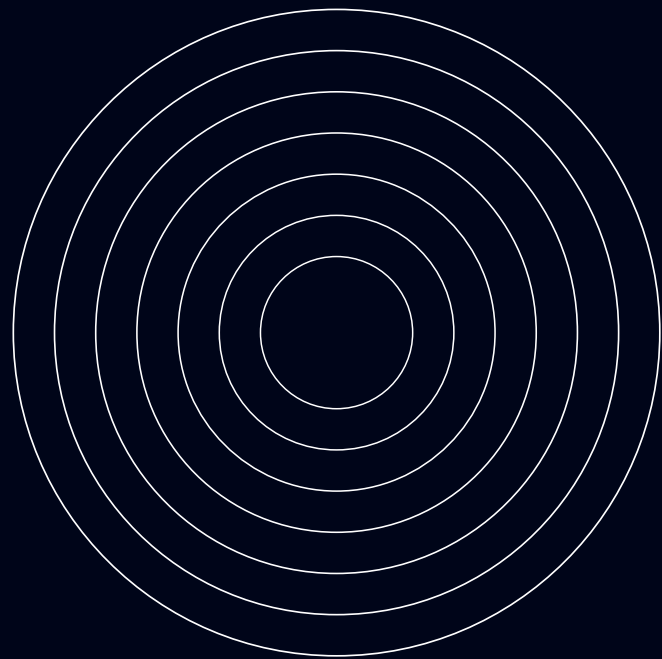


Addressable customer segments

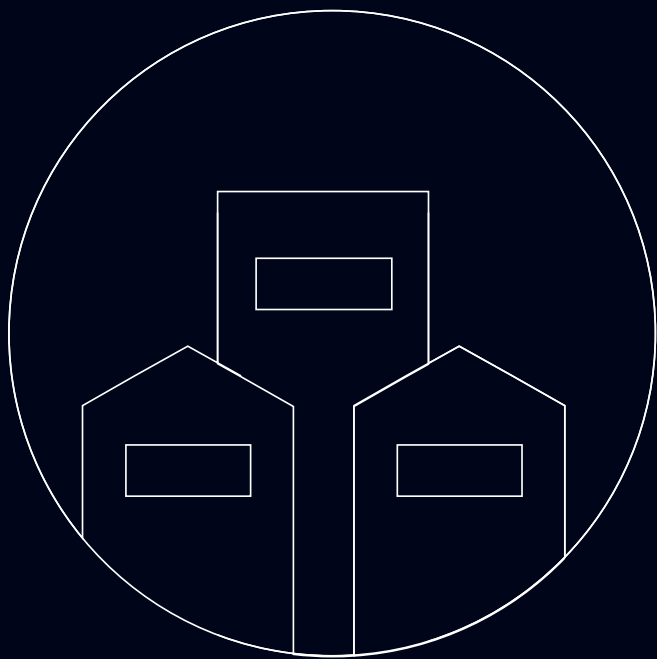
Main customer segments today



Ophthalmologists

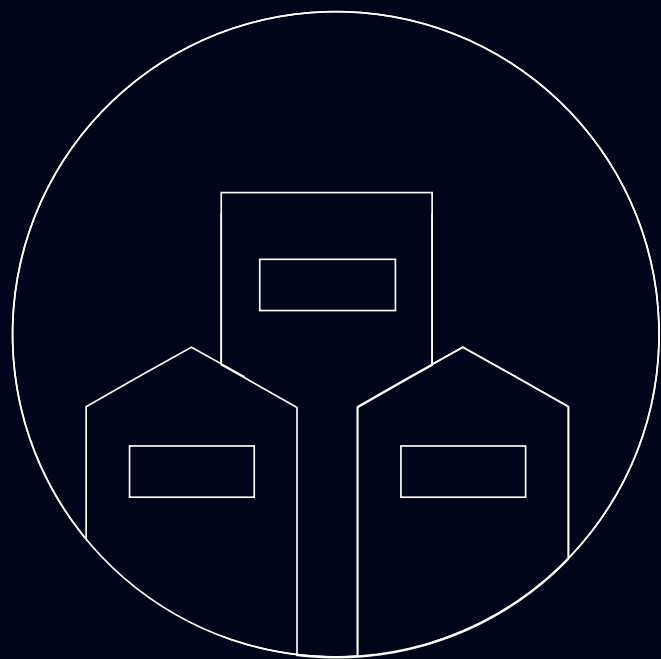


Optometrists



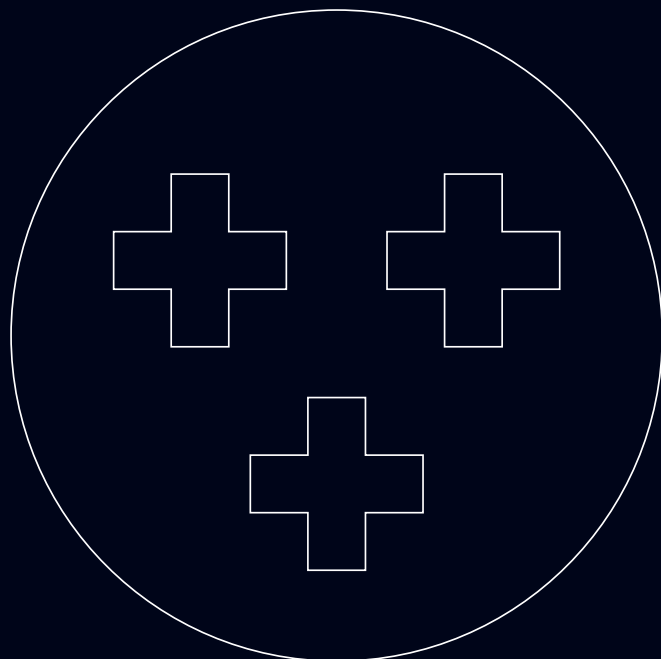
Optical stores

New developing target segments



Screening (Diabetic retinopathy, Glaucoma, AMD, Cataract)

Home market & Patients

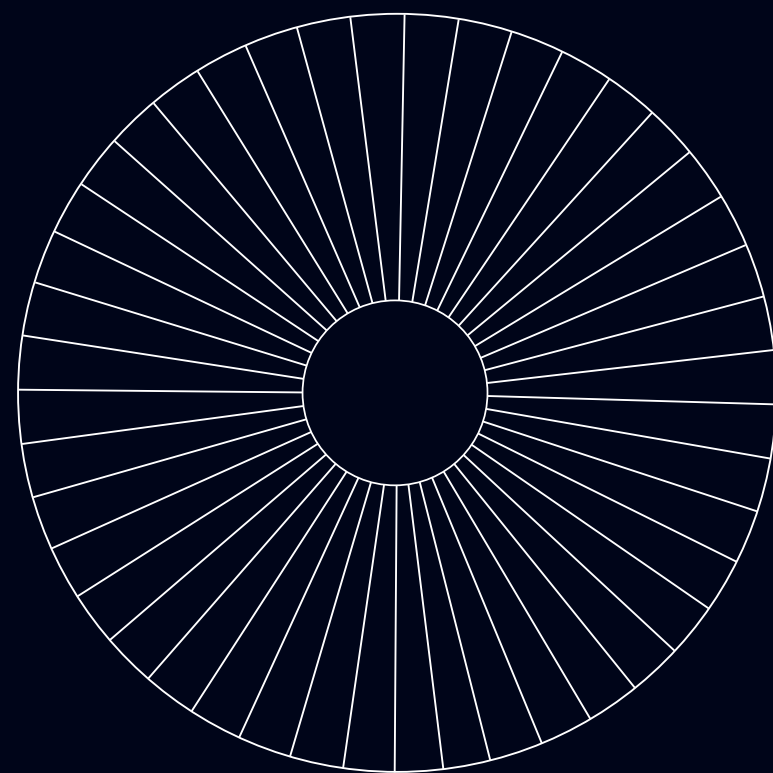


Pharmaceutical companies, OEM

Non-profit organizations

Endocrinology, Emergency rooms, Primary care, Pharmacies

Offer optimized channel to markets
The future focus



Future focus

- Focus on optimizing and integrating distribution channels in all main markets
- Implement direct operations when it adds clear value
- Implementing digital sales channels
- Finding new type of Value Adding Reseller (VAR) partners e.g. teleophthalmology channel
- Continue to build Key Opinion Leader network and collaboration

KEY COMPONENTS OF A HOLISTIC CUSTOMER EXPERIENCE

THE BRAND





We want to help professionals reach the next level of eye care

WHY?

Our goal is to work in the front line of eye health and to help professionals care for and save their patients' vision.

No one deserves to lose eyesight due to insufficient knowhow, technology or lack of time. Every patient is entitled to receive the best diagnostics and to enjoy all the benefits of newest technology.



We want to help professionals reach the next level of eye care

HOW?

Customers' and patients' needs are the core of all our work. We are committed to continuously innovate and improve.

We strive for the best usability, accuracy, reliability, safety, comfort and quality, effective and competent customer service and support, resulting in value for money.



We want to help professionals reach the next level of eye care

WHAT?

We deliver highly-advanced medical devices:

Tonometry, perimetry, fundus imaging and software solutions for eye care professionals around the world.



Key components of a holistic customer experience

- 1. Understanding our customers
- 2. Adding value through sales & marketing
- 3. Serving the customers uniformly



Build on iCare brand awareness and customer experience



Plenty of growth opportunities in the focus area

Utilize modern value-adding tools

Improve iCare brand awareness

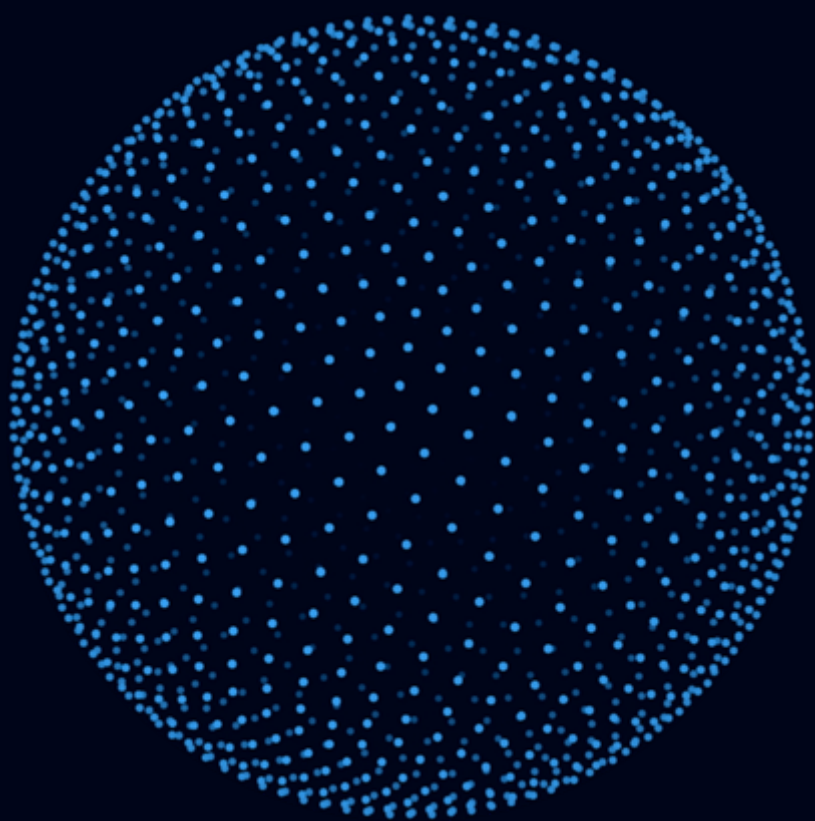
Serve customers through optimized channels around the world in all selected segments

Build a unique and holistic customer experience

icare

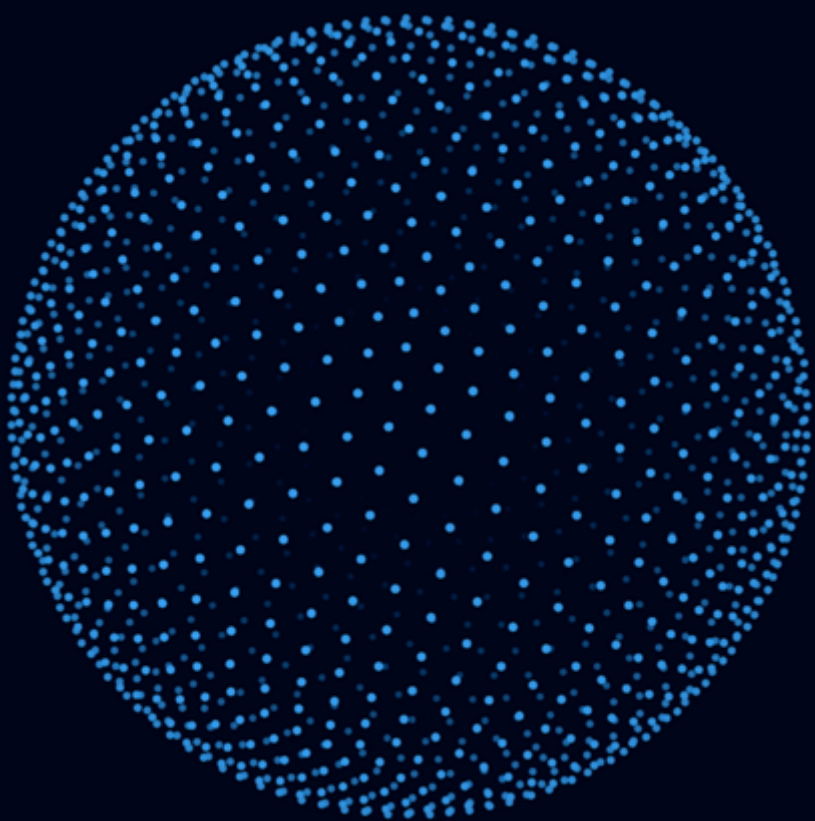
For better perception

We aspire to keep the wonderful world visible for all
with following key strategic cornerstones



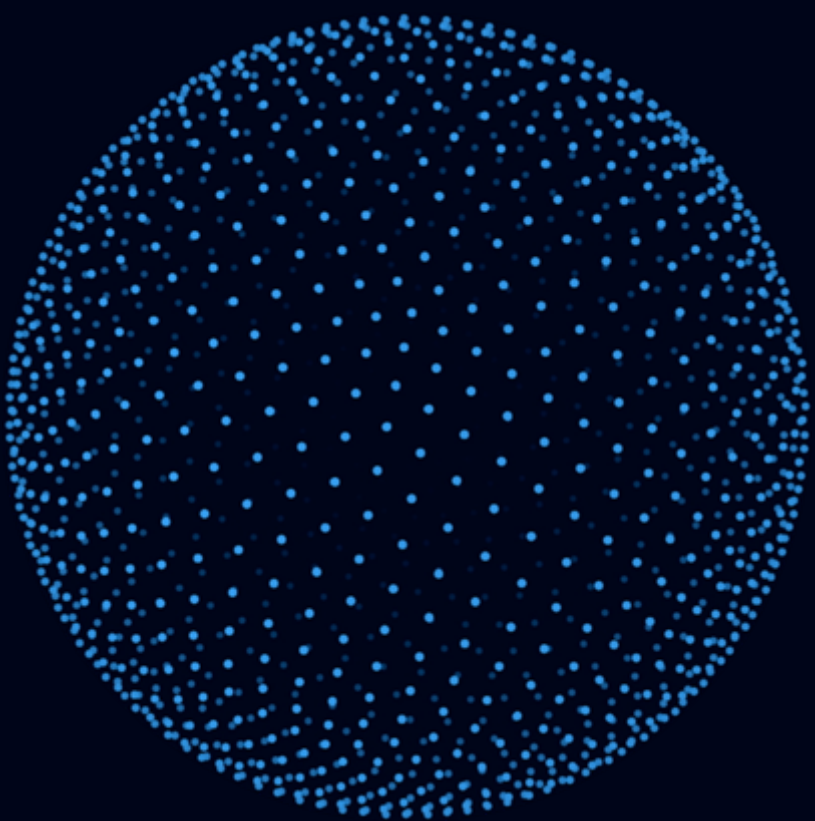
Focus

fully on the
eye care
market



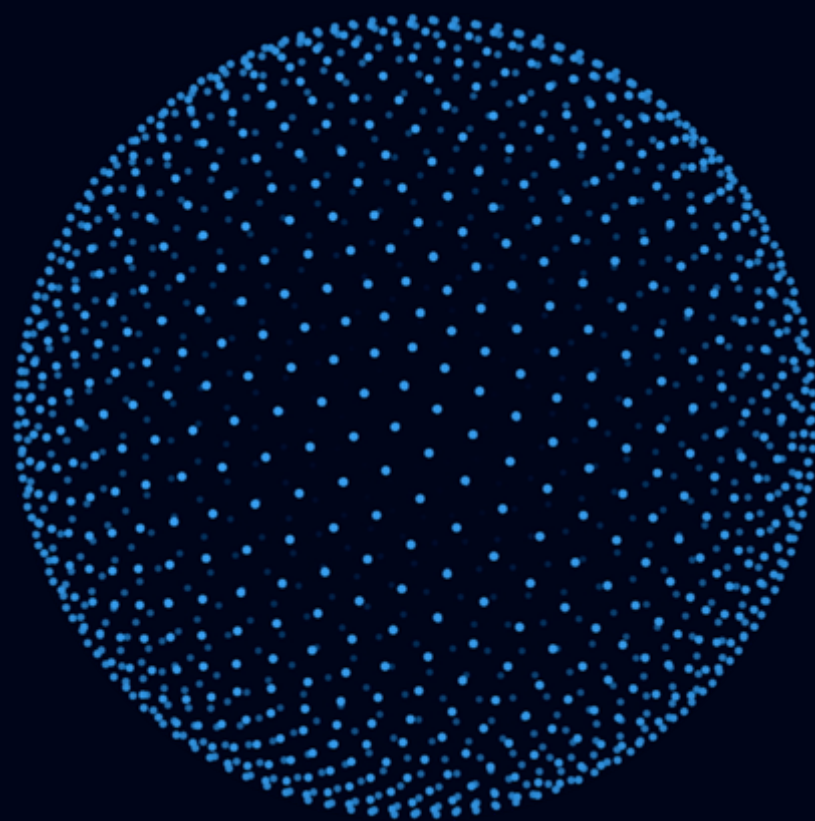
Improve

the quality of
clinical diagnostics
with targeted
product innovations



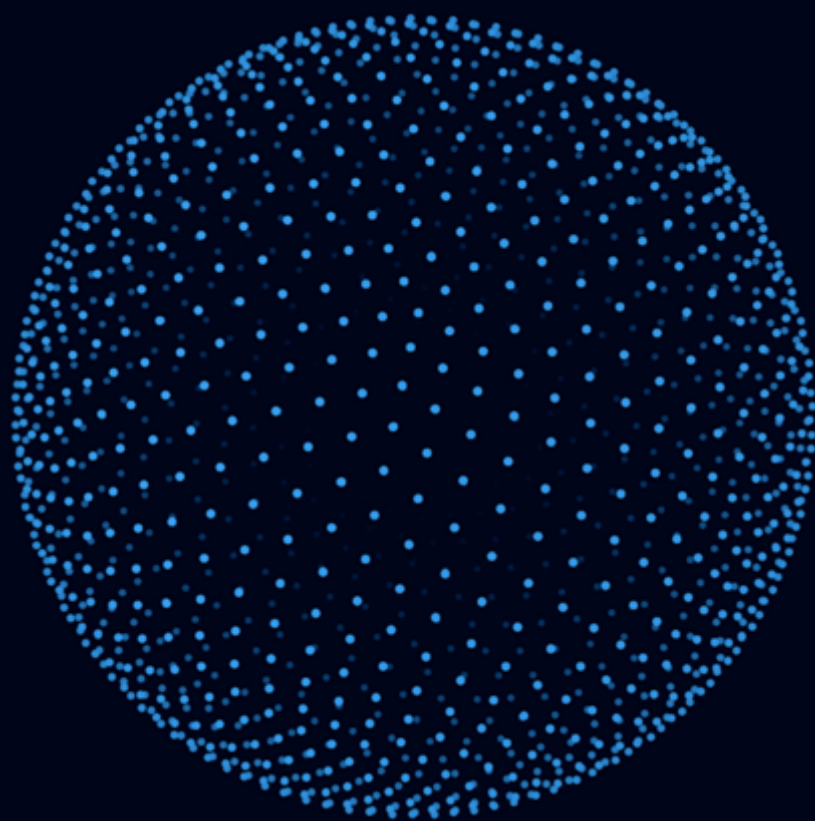
Transform

clinical care
pathways with
eye care focused
software solutions



Build

on iCare brand
awareness and
customer
experience



Continue

strong
profitable
growth



“WE ASPIRE TO KEEP THE
WONDERFUL WORLD VISIBLE FOR ALL”

Thank you!
Questions?