



A MESSAGE FROM OUR CEO, TOM FREYNE

As we unveil our annual IMPACT Report for this year, I am honoured to reflect on the progress, our people and our partners have made during 2023. Our journey, guided by the principle of "working for more than just work," continues to be fuelled by our unwavering commitment to our people, partners, patients, and the planet.

Our people are the heart of Scope. This year, we have reinforced our dedication to creating an inclusive, safe, and energizing workplace. Our Diversity, Equity, and Inclusion (DEI) initiatives have flourished, leading to an 11% increase in female managers and a 9% increase in male representation at the Administration level. These efforts ensure that our workforce mirrors the diverse communities we serve.

We understand the importance of mental health and well-being, which is why we have trained 8 of our people in Mental Health First Aid and implemented wellness programmes. Our employee engagement remains high, with 94% of our people completing our very first Gallup engagement survey in November. The average for Gallup is 84% so I am delighted that our people care enough to give us the feedback. Now, we have fantastic clarity on how we can become an even better place for talented people to contribute and realise their potential.



Our mission to improve patients' quality of life is evident in our continuous efforts to provide top-notch educational resources and support to both Healthcare Professionals and patients. Over 95% of UK Optometry graduates have benefited from our Dry Eye Education, and we have addressed over 1,000 patient questions through our free educational webinars. We are also proud to report a 100% increase in attendance at our patient Dry Eye Well-Being Seminars.

Our customer service team has been exemplary, resolving nearly 30,000 customer inquiries in the past year and achieving a 92% Customer Satisfaction Score (CSAT), which is significantly above the industry standard. This dedication ensures that our patients and customers receive the care and support they deserve.

Environmental stewardship is integral to our operations. We have made significant strides towards sustainability, preventing 87,000 m2 of material from entering landfill and achieving a self-certified measurement of 1,698 tonnes of Scope 1 & 2 emissions. With 43% of our fleet now comprising Plug-In Hybrid Vehicles, we are on a clear path towards reducing our carbon footprint.

Our commitment to the planet also extends to our local and global communities. Through the Scope Community Fund, we have donated $\pounds 7,400$ to causes close to our employees' hearts and volunteered over 480 hours in local communities. Additionally, we contributed $\pounds 10,000$ to UNICEF for humanitarian aid and sponsored various initiatives, including the Dry Eye Helpline and the My Dry Eye App.

The future is bright for Scope Eyecare & Healthcare. I am energised by our progress but I recognise that we still have more to do. We engaged Earthshine Group in the second half of the year to analyse Scope's current business activities and provide us with recommendations on how we can make change with real impact in the future on environmental sustainability. Earthshine Group have been pioneering fully integrated sustainable business and circular economy solutions since 2006. They support circular and sustainability transformations in business, economy, and society. Our Leadership team is actively working on creating Scope's 10 year vision for sustainability, as well as integrating sustainability across departments in line with the report from Earthshine.

We remain steadfast in our commitment to making a positive impact. Our investments in our industry, across local communities and in our sustainability journey are not just corporate responsibilities—they are our passion and purpose.

I am immensely proud of what we have accomplished and look forward to the continued journey ahead, confident that we will achieve even greater heights.





SCOPE AT A GLANCE

Scope is not just a job to pay the bills, we are here to energise each other, to find that additional meaning from what we do. The work we are doing matters. We can improve the world every day by changing one person's quality of life. We are on a journey of a lifetime, where we never stop moving forward.

V

M

V

P

VISION

MISSION

VALUES

PURPOSE



VISION

To constantly **exceed** the expectations of our healthcare **partners**, our **patients** and our **people** by bringing them together to deliver the extraordinary.

M

MISSION

- OUR PEOPLE A family run business with an open culture that dedicates time to look after each other.
- OUR BRAND Highly respected and recognised business, aspiring to become an international leader in our area of expertise.
- OUR PRODUCTS Striving to improve people's wellbeing through quality, innovative products.

V

VALUES

AUTHENTIC – Be genuine, respectful and don't be afraid to be yourself.

DRIVEN - Be passionate and tenacious about what we can achieve.

INNOVATIVE - Be creative, brave and adaptable to change.

THE CRAIC - Enjoy our work, find the fun and be part of the Scope family.

P

PURPOSE

A family of individuals, energising each other to create the extraordinary and make a difference to people's quality of life.

Working for more than *just* work.



Founded in

2009

Founded in 2009, Scope is a family run business with a strong healthcare heritage. Our family has been working within the healthcare sector in Ireland & UK for over 80 years.

3

Locations

Located in 3 offices, Scope offers a wide array of products to Irish, UK and US markets. 180

Employees

Scope employs over 180 employees across Ireland,UK & USA.

60

Products

Scope markets over ~60 products across 13 brands in Eyecare & Healthcare markets.

CORPORATE RESPONSIBILITY, AMIE FOX, CSR MANAGER

Scope strives to align company success with responsible business practices, recognising that sustainability and profitability are intertwined. By addressing environmental and social materiality, we aim to enhance the long-term resilience of our company and contribute positively to the global community.

Responsible business is an evolving concept. To make a difference for our people, partners, patients, and planet we must be adaptable to change. We have identified several social and environmental issues we feel we can move the dial on., all of which are aligned with the United Nations Sustainable Development Goals. These include.

- Giving back within our sector by reducing inequalities for young people with vision impairment.
- Meeting critical needs across communities through volunteering.
- Bridging the gap between diagnoses and disease management through education.
- Accelerating health management by supporting existing efforts.
- Continuously improving our product circularity.
- Managing our carbon emissions.
- Investing in our long-term strategy around environmental sustainability.



Our commitment to social responsibility extends beyond our business operations to the communities we serve. We prioritise the well-being of our employees, customers, and the broader society. Scope endeavors to create a diverse and inclusive workplace, ensuring fair labor practices and fostering a culture of integrity and respect. Through philanthropic initiatives, we seek to make a meaningful impact on people's quality of life and community well-being.

We are committed to minimising our environmental footprint and actively managing the environmental risks associated with our operations. From sourcing sustainable materials to optimising our operations, Scope is dedicated to promoting eco-friendly practices. By continuously assessing and improving our environmental performance, we aim to contribute positively to the preservation of the planet for current and future generations.



PEOPLE

£55,000 donated to children's sight loss agencies.

>400 working hours volunteered across local communities.

£7,400 donated to causes close to our people's hearts.

£10,000 donated to UNICEF for humanitarian aid .



INCLUSIVENESS & WELL-BEING

8 of our people trained in Mental Health First .

11% increase in the number of female managers.

£2,000 donated to Belong To .

9% increase in male representation at the admin level .



TRUSTED PARTNER

6,000 CPD points awarded by Scope.

95% of UK Optometry graduates provided with Dry Eye Education.

90% Customer Satisfaction Score (CSAT).

30,000 customer inquiries resolved in 12 months .



PATIENTS

100% increase in attendance at patient Dry Eye Well-Being Seminar.

>1,000 patient questions addressed during free educational webinars.

£10,000 sponsorship for the Dry Eye Helpline.

Sponsor & Partner of My Dry Eye App.



PLANET

Prevented 87,000 m2 of material from entering landfill.

Self-certified Scope 1 & 2 emissions measurement; 1698 tonnes'.

43% of our fleet is made up of Plug In Hybrid Vehicles.

€12,000 Investment in value chain review.

Sustainable Development Goals

The 2030 Agenda for Sustainable
Development, adopted by all United Nations
Member States in 2015, provides a shared
blueprint for peace and prosperity for people
and the planet, now and into the future.
These goals provide a framework for Scope
to structure and measure our impact.









































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PEOPLE

Giving back to good causes, in our sector and close to our people's hearts has been an integral part of Scope since we were founded in 2009. We do this in four main ways: Charities of Choice, Volunteering, the Scope Community Fund and the Compassionate Relief Fund.

CHARITIES OF CHOICE

We are committed to supporting children with vision loss and their families through our Charities of Choice; Vision Ireland (the new name for NCBI) in Ireland, RSBC in the UK, and Perkins School for the Blind in the USA.

In 2023 we raised £55,000 for our Charities of Choice. People from across the company took part in initiatives like the 3 Peak Challenge and "Everybody In". Scope matched the funds raised by our people to double the impact of our donation to our Charities of Choice.



3 PEAKS CHALLENGE

24 of our people from Scope demonstrated their commitment to our Charities of Choice by raising £22,000 for The Royal Society for Blind Children (RSBC) and Vision Ireland last year. Scope matched and supplemented the donation, resulting in a total donation of £50,000 to RSBC and Vision Ireland, doubling the impact of our people's efforts.

The 24-hour challenge was nothing short of arduous. Participants embarked on a mission to conquer the highest peaks across the United Kingdom, this included Snowdon, Scafell Pike, and Ben Nevis. The rigorous training regimen spanning months prepared the team for the daunting task ahead, requiring a combined walking time of 225 hours to cover a staggering 851 kilometres.

The onset of the challenge brought its share of adversities. Ian Davies, Regional Sales Manager, recounted the challenge: "8 am we were starting. The first bit of bad news that we received was that we may not be able to summit Snowden because the weather was so bad. We climbed Snowdon through torrential rain and the wind was crazy! We had up to 80-mile-an-hour gusts of wind throughout the climb!"

The motivation behind the team's participation in such a demanding endeavour stemmed from their deep-seated belief in the transformative impact of our Charities of Choice. Ian Davies emphasised the significance of keeping the charitable cause at the forefront of their minds.



serving as a beacon of inspiration to persevere through the most challenging moments. "When you've got a charity such as RSBC that you're doing all this for, you keep that at the forefront of your mind. It does help to make sure that you don't falter."

The £50,000 donation has a major impact on RSBC and Vision Ireland's beneficiaries. Scope's donation will support RSBC in delivering invaluable support for 25 young people with vision loss and their families. Similarly, the donation made to Vision Ireland supports their teams in delivering lifechanging services to young people with vision loss from birth to third-level education.

PERKINS - EVERYBODY IN

Perkins School for the Blind is our Charity of Choice in the USA. We were delighted to sponsor their 3rd annual 3.7-mile walk "Everybody In", an in-person and virtual fundraising challenge. This event raises money for essential services that help to create a world of opportunities for children with disabilities and their families. An example of one of their services is the Early Learning Center which combines elements of play and early learning to provide students with the skills and socialization that will prepare them for a lifetime of educational experiences.

"The Perkins School does incredible work providing children with disabilities opportunities and access to educational programs. It was a beautiful morning supporting them at their annual walk and seeing the whole Perkins community come together." Kara Chan, US HR Partner



VOLUNTEERING

As part of our global volunteer drive #VolunteeringatScope, everyone in the company is gifted a paid day off to volunteer.

Our people donated over 400 working hours to their local communities in the UK, US, and Ireland in 2023, resulting in an inkind donation of £12,500. To date, our people have volunteered over 1000 hours as part of this global program.

RONALD MCDONALD HOUSE CHARITIES

The Ronald McDonald House provides accommodation for families who have a sick child in hospital. Our people have chosen to give back to the Ronald McDonald House on multiple occasions over the years across Ireland, the UK, and the US through volunteering and donations via the Scope Community Fund.



In June 2023, Caitriona Eves and her colleagues from our Healthcare team in Ireland, volunteered at the Ronald McDonald House in Crumlin, as part of the "Cooking4Families" program.

"Ronald McDonald House is a charity that is very close to my heart and to the hearts of many households in Ireland. Members of my family called Ronald McDonald House 'home' for many months and since then it has always been on my mind to help in any way." Caitriona Eves, Business Development Manager.

Following this experience, Caitriona and her colleagues felt compelled to continue supporting this great cause through fundraising. "The feeling and insights I gained after my volunteering day, made me rush to book back in again to the Cooking4Families program, with my own family; and investigate how the Healthcare Ireland Team could continue our support".

The Ronald McDonald House Crumlin provided the Healthcare Ireland team with a Tap-to-Donate machine for customers visiting our Vivio Junior stall at the Pregnancy and Baby Fair. Customers were given the opportunity to donate directly to the Ronald McDonald House to support their essential services.

"It is so important to me to give back. I have been lucky and privileged throughout my life and giving back, to me, is showing gratitude for this. I think helping others gives me purpose and fulfilment in my own life. Giving back to me is making a positive difference, big or small, to the lives of others. I am very grateful to Scope for not only supporting this but encouraging and celebrating it." - Caitriona added.

Our Healthcare team in Ireland facilitated 14 donations to be made with the Tap-to-Donate machine, totalling €137. For context, 1 Night Stay for one family at the Ronald McDonald House in Crumlin costs the charity €100.

"Ronald McDonald is somewhat of a magical place. Of course, it is a place where no family wants to find themselves, but all the same, there is a positive, warm, and homely energy radiating around the building. It is more than a house; it is a home and support network to the families who stay there." Caitriona concluded.

SCOPE COMMUNITY FUND

We are always looking for new and innovative ways to support causes close to our people's hearts. The Scope Community Fund is a CSR investment fund where every quarter, our people can nominate a charity to receive funding from Scope. Up to 2000 Euro, Pound or Dollar can be donated to the cause which is decided by our internal Charity Committee.

We donated £7,400 to support projects ran by the following charities in 2023 through the Scope Community Fund: The Hope Foundation, Abalon Trust, Vision Sports Ireland and Vision Care for the Homeless.

THE HOPE FOUNDATION & SPECSAVERS

Specsavers is committed to enhancing people's lives through improved vision, with one avenue being the provision of eye care services to people living in street and slum communities in Kolkata, India in collaboration with the Hope Foundation. Annually, Scope contributes to this cause by



donating eye drops to support this charitable initiative.

In 2023, Setanta Moran, Export Partner Manager, engaged in discussions with Specsavers directors regarding volunteering opportunities. Following this, Setanta was invited to participate in a mission trip to India in November. As part of his involvement, Setanta committed to fundraising a minimum of €2,000 for the Hope Foundation. Upon successfully applying for The Scope Community Fund, Setanta was able to contribute the €2,000 donation towards their long-term development such as the purchase of much-needed optical equipment for HOPE Hospital.

During the trip, Specsavers established fully operational clinics to cater to patients from pre-testing to dispensing stages. Communication with patients was facilitated through translation cards, printed graphics, and body language.

Setanta primarily assisted in glasses dispensing, which involved receiving prescriptions from optometrists, selecting suitable premade glasses, and fitting them for patients. He ensured that each patient could effectively read and comprehend the provided materials, while also administering eye drops as needed.

Setanta outlines his most memorable part of the trip: "The part that has stuck with me was meeting children who experienced difficulties with their vision, likely for their entire lives up to that point. I was able to provide them with a big but simple difference of prescription glasses." Over the week, the team of expert Opticians, dispensing opticians and volunteers visited eleven different locations and gave eye checks to 2,414 patients, dispensed over 1,904 glasses, and in more severe cases, referred patients to hospitals for surgery.

This project goes beyond a single week of dedicated service. The Hope Foundation's ongoing efforts are instrumental in fostering sustainable development within a developing region. This underscores the lasting impact of the Scope Community Fund in supporting initiatives that promote long-term sustainable development in communities close to our people's hearts.

COMPASSIONATE RELIEF FUND

Scope's Compassionate Relief Fund was launched in 2023 to support global relief efforts in line with humanitarian crises. £10,000 has been donated to UNICEF in support of the Children's Emergency Fund.

UNICEF works around the world, responding to the emergency needs of children in crises you know and in those you don't. The Children's Emergency Fund allows UNICEF to plan and prepare for the eventuality of an emergency, pre-positioning life-saving emergency supplies in atrisk regions and provide training on the distribution and use of supplies. "So that when a disaster does strike, we are ready to reach children with life-saving support anywhere in the world within hours." Extract from the UNICEF Website

During humanitarian crises such as war, famine, natural disasters, and other unforeseen devastations, Scope is motivated to extend assistance to affected individuals and families who are enduring hardship worldwide. Scope has a history of donating to relief initiatives such as to the British Red Cross for Ukraine relief efforts in 2022. Our commitment is aimed at generating a positive impact on affected individuals and communities, while concurrently maintaining consistency in our charitable giving.

"I wanted to set the Compassionate Relief Fund up in a way that we can be consistent with our giving and cast our net wide to positively impact as many people as possible wherever the help is most needed." Asiya Mu'azzam, CSR Specialist.

Asiya initiated the establishment of the Compassionate Relief Fund within Scope as a response to the continuous devastation witnessed in Gaza from October 2023. Reflecting on the loss of over 10,000 lives within a month, including a significant proportion of children, Asiya expressed her deep emotional connection to the situation, particularly as the crisis escalated with the disruption of vital services such as internet access and clean water supply.

Mindful of the multitude of humanitarian causes requiring attention, Asiya, responsible for overseeing how we make a difference within our sector, across our communities and to causes close to our people's hearts, acknowledged the necessity of broader support. She emphasises the importance of establishing the Compassionate Relief Fund in a way that ensures consistency in Scope's efforts to make a long-lasting and positive impact in the world. The Compassionate Relief Fund enables the company to extend assistance where it is most urgently required, thereby maximizing positive impact across diverse communities facing crises worldwide.



8 of our people trained in Mental Health First Aid. 11% increase in the number of female managers.

£2000 donated to Belong To.

9% increase in male representation at the specialist/ admin level.

INCLUSIVENESS AND WELL-BEING

From promoting diversity, equity, and inclusion (DE&I) initiatives to prioritising the well-being of its employees, Scope recognises the importance of fostering a supportive community where everyone can thrive.

Inclusiveness is about ensuring that individuals feel accepted for who they are and appreciated for their contributions. It's about providing equal opportunities regardless of background or perspective, fostering a sense of belonging, and actively working towards making everyone feel valued and heard. This commitment to inclusiveness is not a recent development but rather a fundamental aspect of Scope's ethos. Over the years, Scope has strived to uphold its values, recruiting individuals who share a passion for making a positive impact.

Alison Humble, HR Manager speaks about this commitment: "I've been with the company for five years in June. Moving to Scope marked a significant change in my career as I was leaving the third sector and moving into the private sector. I worked in third-sector companies because I had an affinity for the values and the overall ethos. Back in 2019, I understood that Scope was about people enjoying their work and feeling like they were connected to something. That sense of community has always been here."

As Scope continues to evolve, so too does our approach to inclusiveness and well-being. While these values have always been present, efforts to formalize and amplify them have gained momentum in recent years. The



establishment of dedicated working groups, such as the DE&I group and the Inside Out group, our voluntary working group committed to well-being, underscores Scope's commitment to driving meaningful change and fostering a culture of inclusivity.

The formalization of wellbeing programs and the integration of mental health support initiatives in recent years such as Mental Health First Aid, have played a crucial role in enhancing employee satisfaction and retention. By prioritising the holistic well-being of our workforce, Scope has continued to foster an environment where individuals can feel supported, valued, and empowered to be their authentic selves.

Alison outlines the importance of these working groups: "The working groups are at the centre of our work. It's about giving other voices in Scope a platform. The working groups are not solely responsible for the strategic implementation of DE&I or wellbeing initiatives, particularly when you're talking about inclusiveness and wellbeing. A mistake I feel that some companies can make is that they do box it off into these groups, and that's not what this is about. You will have ambassadors and you will have champions of these causes because, of course, you do need that to provide focus and impetus behind things. However, it should be a company commitment."

Central to Scope's approach is the recognition that inclusiveness and well-being are interconnected. By fostering a culture of inclusivity, Scope not only promotes a sense of belonging but also encourages individuals to prioritise their well-being and seek support when needed. This reciprocal relationship reinforces Scope's commitment to nurturing a positive work environment where individuals can thrive both personally and professionally.

In 2024, we look forward to focusing on active bystander training and creating awareness campaigns on neurodiversity, gender equity, and disabilities with support from the DE&I working group. These efforts are complemented by initiatives focused on employee wellbeing, which have gained traction, particularly considering the challenges posed by the COVID-19 pandemic.

Scope remains dedicated to continuously improving its inclusiveness and wellbeing initiatives. By listening to feedback, adapting to changing needs, and championing a culture of openness and acceptance, "we want to energize each other to make a difference. We're working for more than just work", Alison Humble.

GENDER EQUITY & INCLUSION

Fostering a workplace characterized by, equitable gender representation at every organizational tier and; fair compensation regardless of gender, guides our organizational management in Scope. In 2021, the Diversity, Equity, and Inclusion (DE&I) team identified Gender as a central theme. Following engaging workshops and dialogues, we committed to openly and transparently sharing gender-related statistics and pay data within Scope.

Gender Representation

Over the past two years, the number of female colleagues within Scope has surged by nearly 18%, constituting 60% of the Scope population, up from 51% in 2021. Notably, the overall percentage of female managers has increased by one-third, rising from 33% to 44% as of October 2023. This noteworthy progress is particularly evident at the Professional/Senior Specialist Level, where the female representation has risen from 63% to 74% in the same period. This surge signifies a robust pool of female talent for future leadership roles, aligning with our commitment to achieving even greater diversity in the management team by 2025.

Conversely, there has been a targeted effort to address the underrepresentation of men at the Specialist/Admin level, increasing from 8% in 2021 to 17% in 2023. However, a challenge remains in the Sales Professional level, where male representation has decreased from 64% to 40% over the last two years. We recognise the need for intensified focus in this area.



Our 2021 objectives persist as we progress toward 2025, these include.

- Encouraging more women in management, Extended Leadership Team, and Senior Management Team roles.
- Fostering greater male representation in Sales and Admin roles to enhance diversity at those levels.

Seosaidh O'Connor, Director of People and Culture, emphasises, "Our core philosophy in hiring decisions remains rooted in selecting and promoting the most capable individuals based on objective criteria."

Salary

With so many variables influencing salary levels it is difficult to isolate any one of them to assess its impact. We analysed a comparison of how males and females' average salaries compare to the overall average salary for each team in Scope. From this, we can conclude that our pay is evenly balanced between male and females in Scope across all groups. This has remained steady over the last two years. Deeper analysis indicates that while more women are taking up manager roles, there are not enough yet at higher level positions (e.g. Extended Leadership Team) to balance their male counterparts.

We have made some really strong progress on representation but there are still clear priorities for the next two years to keep this on our agenda.

LGBTQIA+

PRIDE is a global movement not just a logo change! Under our Diversity, Equity, and Inclusion commitments, our people dedicated time to learning, celebrating, and challenging thinking around LGBTQIA+ topics throughout the second quarter of 2023.

We want to create a workplace where our people can bring their whole selves to work because we value every part of them. We were delighted to welcome the "Belong To" charity into Scope to deliver a fantastic LBGTQ+ 101 educational webinar for our people as part of our PRIDE celebrations last year.

This topic is a gateway to the LGBTQ+ community, it is designed as a universal introduction to all things LGBTQ+, topics covered include:

- The lived-in experience of LGBTQ+ people today.
- LGBTQ+ terminology.
- Gender identity and expression, sexual orientation, and biological sex.
- The Do's and Don'ts when someone comes out.
- How to be an ally to the community and build an inclusive workspace.
- Where to get help and support.

This impactful and thought-provoking session was recorded and is available to all our people to watch back.

Our DE&I Working Group will continue to educate and engage our people around the lived experiences of the LGBTQIA+ community, terminology, gender identity and expression and so much more.



MENTAL HEALTH FIRST AID

In a fast-paced landscape, where pressures abound, the importance of mental health is paramount. As a company with a global footprint, Scope recognises this and has taken significant strides to prioritise the mental well-being of our people.

Scope's dedication to mental health is embodied in its role out, of a company-wide, Mental Health First Aid Training Programme.

Originating in Australia, Mental Health First Aid is a relatively new concept. It aligns with the principles of good mental health universally. Scope has implemented this training in the UK, Ireland, and the USA, tailored to the specific needs of each location.

To ensure the success of this initiative, Scope carefully selected individuals to undergo Mental Health First Aid training. The company sought volunteers who exhibited genuine motivation. The people who were selected to participate in the training, demonstrated a deep understanding of the sensitivity required to be a mental health first aider, acknowledging the need for discretion, as well as the ability to recognise when someone is suffering, and having the confidence to sign post them to additional supports.

With initial training involving five employees and the HR team, we hope to expand our mental health first aid program.



Currently, people in the UK, Ireland, and the USA are equipped to offer support. We would love to increase the number of trained personnel, acknowledging that the current percentage is relatively small compared to our 170-plus workforce.

The driving force behind this initiative, Lisa Collum, HR Specialist, expressed her gratitude for the trust placed in her by volunteers. "Their openness and honesty about their reasons for wanting to become a mental health first aider, underscored the significance of the program." The eventual goal is to have mental health first aiders available across all locations, fostering a safer and more supportive workplace.

"I feel the impact of Scope's commitment to mental health is evident in the results of our engagement survey. Employees reported feeling cared for, with a company-wide score of 4.38 from the recent Gallup Employee Engagement Survey. This is a sentiment crucial to the company's culture." Lisa added.

Lisa hopes that the mental health awareness programme further reinforces this caring environment, assuring employees that mental health difficulties won't hinder their careers at Scope.

Lisa emphasises the importance of normalizing discussions around mental health. The message is clear: "it's okay not to be okay, and employees are encouraged to speak out without fear of repercussions. The goal is to create a safe space where everyone feels supported, promoting a culture that prioritises well-being." According to Lisa, "The key differentiator for Scope compared to other companies, is genuine passion. I believe that when a driving force behind an initiative is authentically passionate, it permeates throughout the organization. This is not a tick-the-box exercise, Scope's commitment is rooted in a sincere desire to support its employees."

Scope is committed to fostering a culture where well-being is prioritised, and meaningful actions speak louder than words. As Lisa concludes, "Every effort made at Scope is driven by purpose, ensuring that employees know they are not alone in their journey toward better mental health."



Trusted Partners

6000 CPD points awarded by Scope.

95% of UK Optometry graduates provided with Dry Eye Education.

90% Customer Satisfaction Score (CSAT). 30,000 customer Inquiries resolved in 12 months.

MEDICAL DEPARTMENT

Our Medical Department aims to elevate SCOPE's medical and clinical credentials to become trusted partners for education, product knowledge, and patient resources, whilst always putting the patient at the heart of everything we do. The Scope Medical Department is a strategic medical department that encompasses professional affairs, professional education, and healthcare professional compliance that is far beyond the traditional role of approval and checking materials and claims.

Established in 2022, Scope's medical department crafted a strategy to meet the business needs with three core pillars: medical hooks for engaging conversation, innovative education, and key opinion leader (KOL) and healthcare professional (HCP) engagement.

From an external perspective, the medical department activities fall within two categories – what you see (the front end) and what you don't see (the back) The front end involves visible initiatives like educational webinars, classroom-to-clinic programs, and congress participation across the UK, Ire and US. Simultaneously, the back end involves collaborations with marketing for content development, ensuring company activities are adherent to compliance standards, and partnerships with Research and Development (R&D), Marketing, and regulatory departments.



Facilitating Medical Conversations Through Education

The department's focus on education extends across various platforms, from supporting undergraduates through programs like "Classroom to Clinic" to sponsoring events like the Ocular Surface Insights study days.

Edel Duffy, Head of Medical said "The impact of our education is evident with more and more specialized dry eye clinics being set up across the UK and Ireland after coming to our Dry Eye masterclass events. In 2023, we awarded over 6000 CPD points and delivered education to 95% of undergraduates in the UK to ensure they have the knowledge to support patients with Dry Eye Disease once they complete their studies"

Supporting the Professional Life Cycle

Scope's commitment to knowledge and loyalty-building spans the entire professional life cycle, from undergraduate education to ongoing support for qualified professionals. Initiatives like bursary programs for optometrists and ophthalmologists showcase the dedication to continuous learning and development.

Internal Support Systems

The medical team's role extends beyond external education to internal support, handling queries through platforms like Zendesk. The team spends considerable time addressing medical queries and adverse events coming from the patient themselves or from optometrists and

ophthalmologists, emphasizing the importance of adapting strategies to meet the dynamic needs of a growing business.

Patient-Centric Approach

Patient-centricity is a core philosophy of Scopes. The emphasis on patient needs, understanding conditions, and ensuring effective product usage underscores the importance of aligning business goals with positive patient outcomes. "The patient is at the center of our work, every product is carefully designed to meet the needs of our patients and the same can be said for the resources we provide to patients. Our work serves the patient. There's no other way to think about this "Edel said.

Collaboration with Marketing

The collaboration between medical and marketing teams is pivotal, operating as synergistic partners rather than separate entities. Their joint efforts focus on project-based work, aligning strategies for product launches, positioning, and campaign development.

Looking to the future 2024

Looking ahead, Scope's medical team envisions the launch of Scope Connect, a resource center, centered on healthcare professionals in 2024. The platform aims to provide detailed information on products, conditions, patient materials, and clinic tools to foster a comprehensive understanding for healthcare professionals and patients alike.

Scope's medical department exemplifies a holistic approach to corporate success, combining education, collaboration, professional affairs, and strategic planning. As the team looks towards 2024, the emphasis on adapting strategies and launching innovative platforms underscores the department's commitment to staying at the forefront of medical affairs advancements and education.

OPERATIONS & CUSTOMER CARE

Dedicated to excellence in customer experience, the Operations and Customer Care (OCC) team manages and delivers consistent, professional, friendly, and efficient interactions for all customers and partners through each utilized medium of communication, on every occasion.

The OCC teamwork is entirely centered around the end customer, whose life we are helping to improve, and everyone involved in getting that product to that person, this includes Scope's retail partners, the ophthalmologists, the eye specialists, the opticians, the big chains we work closely with and of course our Scope people across departments.

In describing the goals of the department, John O Brien, Head of Operations and Customer Care expresses; "Our overall goal above everything else is to ensure we give an excellent customer experience We are aiming to be the number one customer care team in the healthcare industry in the next five years "

The OCC team underwent a significant transition marked by the implementation of the Zendesk customer care system in December 2022. This strategic move revolutionized their operations and customer care processes. Handling nearly 30,000 tickets in one year, the team achieved an impressive resolution rate of almost 92% on first touch, showcasing their commitment to providing the best possible experience to Scope customers.



The implementation of Zendesk allows the OCC team to categorize interactions, understand channel preferences, and make informed decisions about resource allocation and support during busy periods

Efficiently breaking down customer interactions is crucial for enhancing efficiency and delivering an excellent customer experience.

Looking Ahead to 2024

Over the next 12 months, the OCC team will focus on accountability and maintaining a high standard of customer care. Key performance indicators include sustaining a Customer Satisfaction (CSAT) score above 92%, which is nearly 10% above the industry standard. reducing first-time replies in emails to 180 minutes, maintaining quick answer call times, and minimising missed call allowances to below 5%.

Operational Focus and Environmental Sustainability

Exploring the operational side of the OCC team's responsibilities, their work extends across sales support, sample distribution, travel management, and equipment handling. The team showcases a practical and sustainable approach, focusing on "fit for purpose" solutions to minimize environmental impact. Efforts to align the car fleet with sustainability goals and considerations for electric cars in the future are a core part of this work.

"For me, the sustainability strategy within Scope is one that I'm interested in, not just because we as a world need to do something about sustainability, but I think within the operational department, we have a really strong ability to make change in that area." John O'Brien.

Car Fleet Sustainability: Navigating the Road to Change

One pivotal area under Scope's sustainability project is the management of its car fleet. John emphasises the significance of this aspect, acknowledging the substantial environmental impact associated with company vehicles. The team is actively engaged in ongoing conversations with partners across regions to ensure the fleet aligns with sustainability goals.

While acknowledging the current limitations with electric cars for field teams, John remains optimistic about the transition and highlights the predominantly hybrid range of cars in the UK. Efforts are underway to enhance sustainability in the US and Ireland fleets, showcasing a commitment to making strides in greener alternatives.

Efficient Equipment Management: Quality Over Quantity

Scope does not follow the industry trend of rapidly replacing phones and equipment. Instead, the company adheres to a more sustainable approach, guided by practicality and value. The decision to replace equipment is not solely based on a predefined timeframe but rather on the actual need and functionality.

By investing in quality equipment and maintaining an efficient relationship with providers like Wessex, Scope ensures that devices have a longer lifespan. This approach not only contributes to sustainability but also highlights the organization's commitment to avoiding unnecessary changes.

Travel and Accommodation: A Strategic Approach

Addressing the travel and accommodation aspect of operations, the responsibility of the department is underscored by exercising tighter control. While acknowledging minimal differences between airlines, Scope aims to make efficient and cost-effective choices in managing air travel.

There are ongoing efforts to streamline travel processes through systems like Zendesk. The implementation of clear forms for travel and accommodation bookings aims to enhance efficiency and provide a comprehensive overview of travel needs.

Tracking Progress and Setting Foundations

The OCC team recognises the importance of tracking and measuring sustainability efforts. The integration of Zendesk into operations has enabled Scope to collect crucial data and identify areas for improvement. The creation of forms ensures that sustainability metrics are now a part of the data extracted from Zendesk, providing a foundation for future improvements.

Scope is not only committed to sustainability but is also taking practical steps to align its operations with environmental responsibility. The emphasis on efficiency, value, and continuous improvement showcases a corporate culture dedicated to making a positive impact on the planet. As Scope lays the foundation for sustainable practices, the future holds promise for even greater strides in environmental stewardship.



100% increase in attendance at Dry Eye Patient Seminars.

>1,000 patient questions addressed during free educational webinars. £10,000 sponsorship for the Dry Eye Helpline. Sponsor & Partner of My Dry Eye App.

PATIENTS

We are deeply committed to our patients, and it goes beyond being part of our sustainability strategy —it's what fuels our company. We are incredibly proud of the fantastic portfolio of preservative free products we provide, we firmly believe we can do even more to support our patients.

Making sure our patients have positive outcomes guides everything we do as a company. We are passionately working to help our team better understand our patients' experiences. This is vital in ensuring we can continue to bridge the gap between diagnosis and disease management for our patients.

STAYING CONNECTED

Understanding our patient's needs is paramount to providing exceptional care.

We actively engage with our patients to learn about their lived experiences. By fostering open communication, we gain valuable insights into their challenges, preferences, and expectations.

What sets us apart is our commitment to sharing these patient experiences with our people. Through regular communication and training.

"Our patients are at the centre of all we do. During our induction programme we ensure that different patient experiences and stories are listened to and understood by all our new starters. Patient experiences, also forms an integral part of our sales and product training. This insight into some of the issues our patients face has a great impact on how our new starters begin their journey at Scope. Motivating them to do the best we can to support patients and hopefully improve their quality of life." Louise Osbourne, Learning & Development Manager.

This collaborative approach empowers our employees to go above and beyond, consistently striving to exceed expectations and improve the well--being and quality of life for individuals in every community we serve. At our core, we believe that putting patients first is not just a commitment but a cornerstone of our identity as a family-run company.

PATIENT EDUCATION

"I can't begin to explain how emotionally soothing this seminar is. It's amazing to see experts on the topic taking it seriously and not minimising it. Thank you so much."

(feedback from the 2023 Dry Eye Patient Event)

As a company, we recognise the fundamental importance of patient education, and we champion the belief that knowledge is power. In Scope, we believe that well-informed patients are more confident and effective at controlling and managing their diseases.

Inderpreet Uppal, Optometry Professional Affairs Liaison, Scope said; "Dry Eye Disease can often be overlooked in healthcare discussions, Scope aims to shatter barriers by providing extensive and relevant information to both patients and Healthcare providers. This approach challenges the misconception that patients don't need to know everything, fostering empowerment and active participation in their health journey."

2023 saw Scope's third edition of the Dry Eye Well-Being Seminar for Patients. The event was designed around the needs of patients having sought feedback from dry eye patients globally in advance of the day.

These sessions were accompanied by practical advice and resources. A great example of this is; "In Store with Indy" where Inderpreet Uppal, brought us into a pharmacy in Birmingham to showcase



how a patient can navigate the eyecare range and self-select the best product to suit their needs.

A team of clinical moderators manages the Questions and Answers function during patient events. In 2023, we had a 100% increase in the number of patients joining our webinar. Our clinical moderator team answered nearly 1000 questions throughout the duration of the event.

Keeping our patients at the heart of our work is critical to our purpose in Scope. Throughout 2024, Scope will collaborate with patients to ensure that we are delivering the most effective, impactful, and accessible support to dry eye patients globally. Similarly, we aim to foster deeper relationships with allergy sufferers in 2024, to identify how best to support this community moving forward.

ACCELERATING IMPACT

Collaborating and partnering with the right people is a critical part of how we do what we do as a company. This is no exception when it comes to working with patient organizations. We firmly believe that by supporting existing efforts in patient support we can accelerate the impact we are having in the world.

Dry Eye Foundation Helpline

We are thrilled to continue our sponsorship of the Dry Eye Foundation Helpline in the USA, which supports people who find themselves "in crisis or just really struggling because of dry eye disease, and need to talk to someone who understands and can perhaps help them to navigate their dry eye journey," Extract from the Dry Eye Foundation website.

Dry Eye Association UK

The Dry Eye Association UK was launched in 2023. We are passionate about supporting their great work.

The Dry Eye Association aims to provide a single online source of information and support, where patients can access expert advice on the day-to-day management of their condition, current treatment options and areas of current research.

"The Dry Eye Association was recently created by a small group of dry eye patients and eyecare professionals with a shared goal, to improve the lives of patients suffering from dry eye disease and associated conditions, through education and raised awareness. Dry eye disease can be such a debilitating and chronic condition and I am truly inspired that despite this, patients are willing to come together to help each other and offer hope for a better future" Prof James Wolffsohn, Aston University.[SO1]

Very good in the context of our PRT last week [SO1]

The Dry Eye Association also has its own Facebook support group. The impact of dry eye disease on people's working and personal lives can be significant. We want to offer hope. The condition cannot currently be cured, but it can be managed and the quality of life improved. Extract from the Dry EyeAssociation Website.

MyDryEye App

Scope is the proud sponsor of the MyDryEye App, a free health app developed by patients with Dry Eye Disease to provide comprehensive support for individuals with the condition.

The app offers various features including symptom monitoring, risk factor analysis, treatment management, blink training, and assistance in finding local clinics with suitable treatments.



Prevented 87,000 m2 of material from entering landfill.

Self-certified Scope 1 & 2 emissions measurement; 1698 tons. 43% of our fleet is made up of Plug In Hybrid Vehicles. €12,000 Investment in value chain review.

PLANET

As a family-run company, preserving the planet for this generation and future generations is a priority for Scope.

Our approach centres on three key areas; product circularity, net zero, and sustainable behaviours.

Our mission as a company is to improve people's well-being through high-quality and innovative products. recognising that the health of our planet and the health of our people are inextricably linked, we aim to incorporate more environmental considerations across the life cycle of Scope products.

Similarly, we are concentrating on achieving a net-zero strategy, underscoring our proactive stance in mitigating climate impact. Furthermore, sustainability plays a pivotal role in our long-term company strategy, where our vision extends beyond individual efforts, aiming for integrated departmental ownership and a comprehensive roadmap to realize our environmental sustainability goals.

PRODUCT CIRCULARITY

Scope is not only determined to forge a sustainable path forward but also actively seeks ways to enhance the circularity of its existing product portfolio for a more environmentally considerate future.

Recycle with Scope

In 2023, we created and funded a recycling scheme to address the challenge of hard-to-recycle plastics. Our Sales team introduced branded recycling units strategically placed in retail customer locations across the UK. The initiative aimed to provide a convenient and accessible solution for patients and customers to dispose of hard-to-recycle plastics associated with eye care products.

The importance of recycling hard-to-recycle plastics lies in breaking the linear model of "take, make, dispose" and embracing a circular economy. These plastics, if not properly managed, end up in landfills or incinerators, causing environmental harm and contributing to pollution. Through dedicated recycling efforts, we aimed to keep these materials in circulation, reducing the need for virgin plastic production and mitigating the associated environmental impact.

The scheme did not witness the expected uptake among patients and customers. The reasons for low engagement could be multifaceted, ranging from insufficient awareness to ingrained disposal habits. Nevertheless, we remain undeterred in our dedication to investing in initiatives that positively impact the environment and local communities

While the initial uptake may not have met expectations, our commitment to environmental sustainability is unwavering. Scope recognises that fostering a culture of sustainability requires ongoing education and community involvement. We are actively working to introduce circularity into one or more aspects of the life cycle of our products. We are proactively working on creating the long term vision for sustainability across Scope and the findings from this programme will play a key role in defining and executing on this strategy.

PRODUCT CIRCULARITY - OPTASE TTO

Optase® TTO Eye Lid Wipes; was moved to a biodegradable version of the popular OPTASE® TTO Wipes in 2023.

Moving this product to a biodegradable format has allowed us to reduce the amount of material going to landfill by over 87,000 m2, enough material to cover the surface area of an Olympic swimming pool 69 times.

Optase® TTO Eye Lid Wipes is a gentle and preservative free, Tea Tree Oil based lid wipe for daily lid hygiene. Provides instant relief, leaving eyes feeling clean, soothed, and refreshed.



Looking to 2024 and beyond

From packaging considerations to exploring green chemistry and sourcing sustainable ingredients, Scope aims to embed environmentally considerate practices throughout the New Product Development strategy.

Niamh Holt, Head of Research & Development, articulates a transformative vision, stating, "Ultimately, we are working to get to a point where sustainability is taken into account at the very beginning of a project." She also, emphasises the importance of conducting brand workshops with marketing teams to define sustainability criteria for each product line, ensuring a tailored approach to circularity.

"Sustainability is a foundational aspect rather than an added cost, it's a benefit, highlighting the positive impact on the company's brand strength," Niamh added.

In terms of the existing portfolio in Scope, we are focusing on sustainable suppliers and packaging, exploring a strategic consolidation of suppliers for a more streamlined and eco-conscious supply chain.

Our passion for integrating product circularity reflects a holistic commitment to environmental responsibility and ethical business practices.



NET ZERO

We believe that achieving Net Zero is not just a goal – it's a responsibility. By taking concrete actions to reduce our emissions, invest in offsetting measures, and strive for sustainability across our value chain, we are working towards a more resilient and sustainable future for generations to come.

As part of our commitment to environmental sustainability and corporate responsibility Scope has undertaken a self-certified assessment of our Scope 1 and 2 emissions, setting the foundation for independently validated measurement and a strategic approach to emissions reduction.

Our assessment revealed that our combined emissions across Scope 1, 2, and part of Scope 3 amounted to 1698 tons, representing our carbon footprint as an organization. recognising the urgent need to take action and reduce our impact on the environment, Scope made the decision to invest in certified offsetting measures for 50 tonnes' of our total emissions.

By investing in certified offsetting, we are taking a proactive step towards mitigating our environmental impact while working towards a Net Zero future. Through these investments, we are supporting projects that reduce or remove greenhouse gas emissions from the atmosphere, contributing to global efforts to combat climate change and create a more sustainable future for all. 1698

Tonnes' of carbon emissions across Scope 1,2 and part of Scope 3 emissions. 43%

Of the Scope fleet is Plug-In Hybrid or Electric.

Reducing our emissions is also at the forefront of our minds. Currently, 43% of our fleet is made up of Plug-in Hybrid Cars. We plan to continue investing in hybrid and or electric car options, along with the continuation of our hybrid working model, to support Scope to manage emissions on an ongoing basis.

This commitment is just the beginning of our journey towards achieving Net Zero. Moving forward, Scope is dedicated to implementing a comprehensive emissions reduction strategy, with a focus on innovation, efficiency, and sustainability across our operations. Our goal is not only to reduce our carbon footprint but to lead by example and inspire positive change within our industry and beyond.

As we continue on our path towards Net Zero, Scope remains committed to transparency, accountability, and continuous improvement.

BUILDING A CLEAR VISION FOR BEHAVIOURS

In our commitment to sustainability at Scope, we go beyond mere checkboxes. As a family-run company, our mission is to seamlessly integrate environmental considerations into every facet of our business operations. Adopting a grassroots-to-global strategy, we cultivate a culture of sustainability through cross-functional collaboration.

Building a clearer Vision for Environmental Sustainability

As the global landscape continues to evolve, the importance of sustainability and Environmental, Social, and Governance (ESG) factors is becoming increasingly evident. Companies that focus on ESG factors are not only fulfilling their corporate social responsibility but are also outperforming their peers in the market, delivering double the shareholder value over the long term.

Scope engaged Earthshine Group in 2023. Leaders in sustainability, Earthshine Group are dedicated to helping companies like Scope develop robust sustainability and ESG strategies to reduce risk and enhance company performance. Their approach goes beyond traditional sustainability checklists to provide meaningful insights and strategies that drive long-term value and competitive advantage.

We believe that investing in environmental sustainability is not just a trend – it is a strategic imperative for companies looking to thrive in a rapidly changing world.

This project, undertaken by SCOPE in collaboration with Earthshine Group, was a strategic initiative led by the CSR team between October and December 2023 . A broad cohort, including the Senior Management Team, subject matter experts from across Scope and key stakeholders from customer and supplier groups were consulted throughout. Almost 100 working hours were dedicated to completing a comprehensive Risk + Opportunity Analysis into SCOPE's business strategy, through the lens of sustainability and ESG.

The primary aim of the project was to enhance SCOPE's knowledge and understanding of sustainability/ESG possibilities and to propose a future vision and roadmap for change. Through a robust appraisal of key sustainability/ESG risks and opportunities, the project sought to clearly align with and support SCOPE's business strategy. Key deliverables included a Risk + Opportunity Matrix, High-level Sustainable Business/ESG objectives, and an Initial Sustainable Business/ESG roadmap.

The project followed a structured approach involving a combination of interview-based discussions, data analysis, and qualitative/quantitative assessments to develop insights and recommendations. The extensive analysis covered SCOPE's operations in Ireland, UK and USA, along with outsourced manufacturing facilities and our global supply chain.

The team focused on key themes such as contextual analysis, microlevel sustainability factors, and gap analysis to identify risks and opportunities.

The report and recommendations delivered by this project has provided us with the opportunity to create a compelling vision of what Sustainability means for Scope and a set of strategic Goals (e.g. Roadmap) to deliver on that vision. It will have a profound impact on Scope. The Senior Leadership Team have designated Sustainability as one of the 8 strategic pillars for the next 3 years. They are actively engaged in developing the vision and roadmap during H1 2024 with the goal of publishing the details internally and externally later this year.



Human Rights & Ethical Behaviors

Accountability is essential when it comes to environmental and social impacts across the value chain, from suppliers to customers. One key element is the ethical treatment of people working throughout our value chain.

We recognise the importance of ensuring fair treatment, safe working conditions, and respect for human rights for all individuals involved in our business activities.

One of the key ways in which we demonstrate this commitment is through our anti-slavery and human trafficking policy. This policy outlines our zero-tolerance approach to any form of modern slavery or human trafficking within our operations and supply chain. We firmly believe that every individual has the right to work in a safe and ethical environment, free from exploitation and abuse.

As part of our supplier onboarding process, we require confirmation about health and safety practices, carbon emissions, responsible resource sourcing, and anti-slavery measures. By integrating these criteria into our supplier assessment process, we can ensure that all partners throughout our value chain share our commitment to ethical practices and human rights.

Inclusion of ethical considerations and human rights protections in our sustainability strategy is not just a moral obligation – it's a business imperative. By prioritising ethical behavior and human rights across our value chain, we build trust with stakeholders, and create long-term value for our business and society as a whole.

The HIVE: Driving Change from Within

"The HIVE," our voluntary environmental sustainability working group, comprises individuals from diverse departments collaborating on internal awareness campaigns. Throughout 2023, members of "The HIVE" created and executed several environmental awareness campaigns to support our people in better understanding climate change and action. These campaigns were run on Scopes internal social networking platform, to ensure maximum accessibility for our people. These campaigns experienced a 21% increase in reach in 2023. The campaigns focused on key topics including; Energy Consumption and Cost Savings, Recycling and Guidelines, as well a company wide World Earth Day celebration.

Throughout 2024, The HIVE will persist in raising awareness and partner with CSR to develop an e-learning module on sustainable living for the broader Scope community.

CONCLUSION

Scope's commitment to giving back, inclusiveness and wellbeing, trusted partnerships, patient-centric care, and environmental sustainability are deeply rooted in our organizational values and mission.

From supporting charitable initiatives and employee volunteering to fostering a culture of generosity and empathy, we strive to make a positive impact in the world.

Our dedication to inclusiveness is evident through our diversity, equity, and inclusion programs, as well as our focus on gender equity and employee wellbeing.

We are committed to being a trusted partner in healthcare, providing excellent customer service, and prioritising environmental stewardship. Our patient-centric approach and dedication to empowering patients with knowledge and support showcases our passion for improving quality of life.

Finally, our focus on environmental sustainability through product circularity, net zero strategies, and sustainable behaviors reflects our commitment to preserving the planet for future generations.

As we move forward, Scope remains steadfast in our dedication to creating a more sustainable and inclusive future for all.



PEOPLE

£55,000 donated to children's sight loss agencies

>400 working hours volunteered across local communities

£7,400 donated to causes close to our people's hearts

£10,000 donated to UNICEF for humanitarian aid



INCLUSIVENESS & WELL-BEING

8 of our people trained in Mental Health First

11% increase in the number of female managers

£2,000 donated to Belong To

9% increase in male representation at the admin level



TRUSTED PARTNER

6,000 CPD points awarded by Scope

95% of UK Optometry graduates provided with Dry Eye Education

90% Customer Satisfaction Score (CSAT)

30,000 customer inquiries resolved in 12 months



PATIENTS

100% increase in attendance at patient Dry Eye Well-Being Seminar

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Sponsor & Partner of My Dry Eye App



PLANET

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