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Management Responsibilities Declaration of Intent

STRATEGY & CUSTOMERS

SwissLens general strategy is decided by the Board of Directors. It is conceived for a period of about 3-5 years in the future and is adjusted annually according to the Company's situation and market developments.

SwissLens manufactures and commercializes high quality prescription Contact Lenses. The "product" strategy is based on the following intentions:

- Accurate & efficient CL fittings.
- Fast deliveries.
- Competitive prices.
- Supplementary Service (fitting advice, Intranet, Intranet Assistant, etc.) focused to the "high end" customers.
- Very extensive range of products and materials.
- Strict correspondence of the CL to orders' specifications and high optical precision.

BE AT THE SERVICE OF THE PROFESSIONAL CL FITTERS AND OF THEIR PATIENTS.

The objective of SwissLens is to become the leading Swiss and a major European player in the manufacture of customized Contact Lenses.

QUALITY AT THE CENTRE OF CUSTOMER SERVICE

SwissLens was incorporated in July 1997. From this date, the conception and implementation of the Quality Assurance System (QAS) has been initiated. SwissLens objectives in the field of quality are:

- ISO 13485:2012 certification.
- Continuous QAS updates depending on the business and technical evolution of the activity.
- Annual monitoring of the quality system by internal audits for all QAS procedures.

The QAS allows SwissLens to consolidate and improve its position and reputation as a high quality provider of CL, thus influencing positively the evolution of its sales and thus ensuring business sustainability.

MANAGEMENT POLICY

SwissLens management is committed to implement all appropriate measures to ensure the rightful operation and the maintenance of the QAS. This commitment shall include the following:

- Recognition by the Board of Directors and the Management Committee of QAS strategic importance.
- Conception and operation of an efficient and pragmatic QAS.
- Simple and efficient organizational structure.
- Training of employees and of the CL Fitters.
- Technical and business best practices through quality indicators and continuous improvements.

NON QUALITY COSTS (NQ)

NQ generates significant direct and indirect costs, potentially very damaging to the Company.

Example of direct costs:

- Waste of raw materials and of components.
- Inefficient use of the production system (fixed assets).
- Inefficiency of employees' workload allocation.

Example of indirect costs:

- Customer and staff dissatisfaction.
- Negative image of the Company.
- Adverse environmental effects and misused of natural resources.
- Risk to the long-term development and sustainability of the Company.

Solution: the establishment of "quality indicators" to enable continuous improvements and minimize NQ effects.

IMMEDIATE PREVENTION OF NQ

Prevention of NQ instead of simple error and non-compliance detection is one of the most important axes of the QAS. Prevention requires improvement and systematization of all production processes. It especially requires the development of procedures to anticipate and correct all NQ factors.

Quality "at first trial" must not only be strategic for the Company, but also be a constant concern for all SwissLens employees.

TRAINING AND INFORMING COLLABORATORS

The Management Committee provides to employees all the information about the QAS and trains each of them on its general philosophy, as well as on all the specific aspects concerning their job position.

The conception and implementation of a truly effective and pragmatic QAS also requires the participation of all. The Management Committee counts on each employee's commitment to the QAS with the objective of sustaining it, and of reaching the quality level and efficiency corresponding to the Company's objectives.

TEAM & WORKING SPIRIT

The operation of the QAS is a unique opportunity for the development of organizational structures and procedures highlighting the work and team spirit.

The QAS makes available to all SwissLens employees the whole QA Procedures and Work Instructions. Therefore, the QAS is the operational support of the Company "quality culture", to be shared by all. We also encourage SwissLens employees to share their opinions and their suggestions.

CEO
Philippe Käppeli

QA Manager
Hervé de Malm