



Carl Zeiss Vision 2012

Presentation of the company

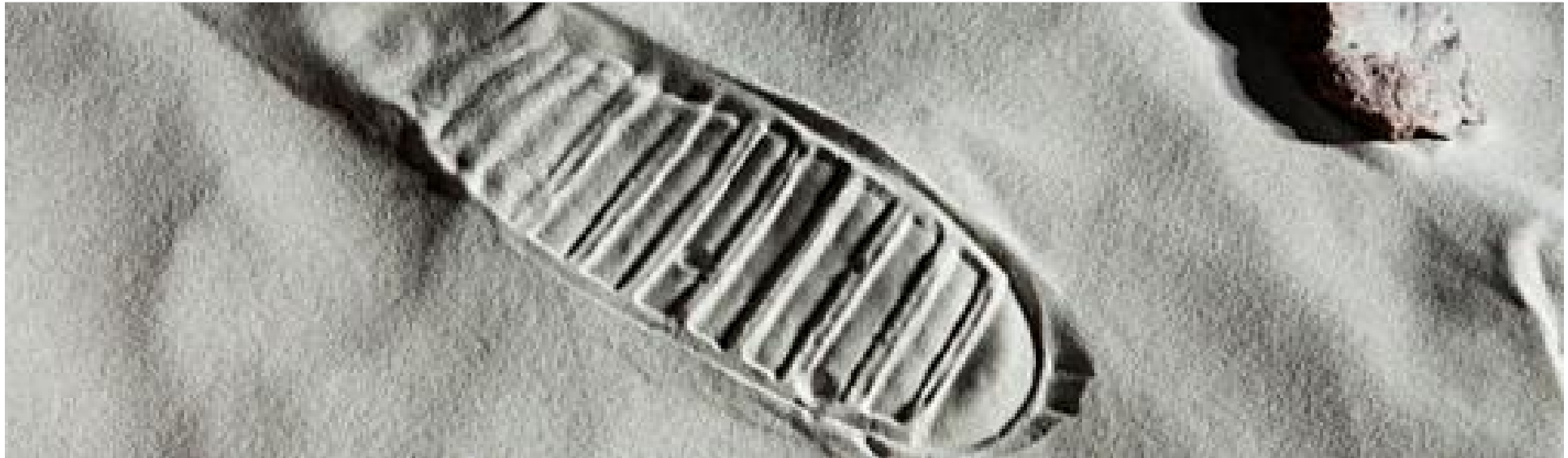
Welcome to Vision Care Business Group



The moment when you see things clearer: cell structures, galaxies or just your kids.

This is the moment we work for.

#CLARITY
MADE BY CARL ZEISS



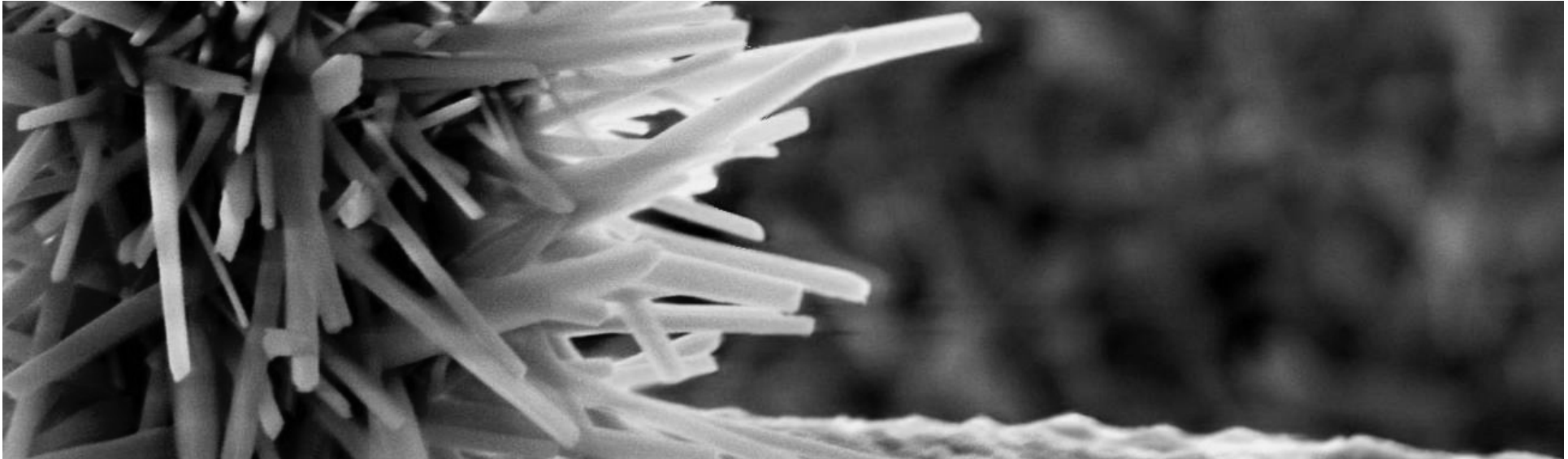
Imagine you were the first person on the moon. And brought blurred pictures back to Earth again.

This is a risk Neil Armstrong didn't take. He put his trust in a camera lens from Carl Zeiss.



Imagine there were
unknown creatures in
foreign galaxies.
And you wouldn't notice
them.

Space research relies on the Herschel
telescope with a high-performance scanner and secondary
mirror from ZEISS. This makes it possible to explore galaxies
1.5 million light years away.



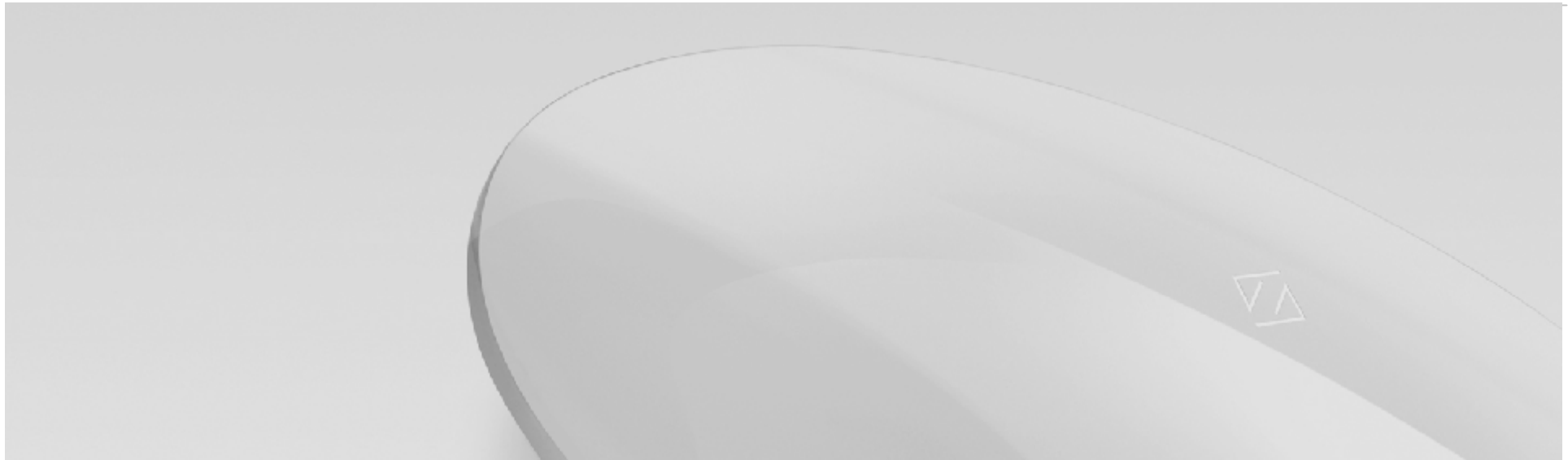
Imagine there were an effective antigen against AIDS. And you would simply overlook it.

Scientists from all over the world trust electron microscopes from ZEISS. They enable the visualization of and detailed research into even the tiniest biological and chemical cell structures.



Imagine you wanted to make a movie like "Perfume." And your images did not appeal to all the senses.

When it comes to sensual or impressive movie moments, the world's best camera crews put their trust in ZEISS cine lenses. These make image definition, contrast, color and resolution not only perfect, but also into a delight for the senses.

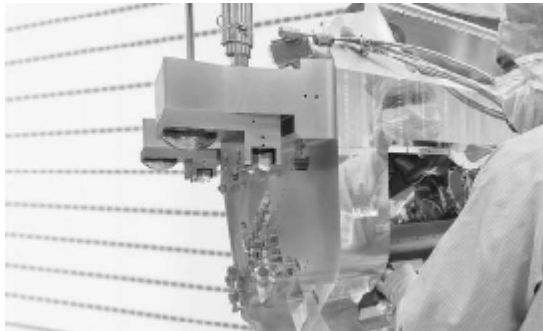


Imagine there were a
system to measure trust.

There is indeed an indicator to measure the trust of
customers in ZEISS precision: every second, two more
people somewhere in the world opt for eyeglass lenses
from Carl Zeiss Vision.

One company, six business groups

Focused on the subject of optics.



Semiconductor Manufacturing Technology

- § Illumination systems
- § Lithography optics
- § Inspection systems



Industrial Metrology

- § Measuring machines
- § Software
- § Service
- § Consultation



Microscopy

- § Biology
- § Medicine
- § Pharmacy
- § Materials examination



Medical Technology

- § Visualization systems for hospitals
- § Diagnostic and therapy systems in ophthalmology



Vision Care

- § Single vision, progressive and sunglass lenses
- § Coatings
- § Diagnostic systems
- § Business solutions for eye care professionals

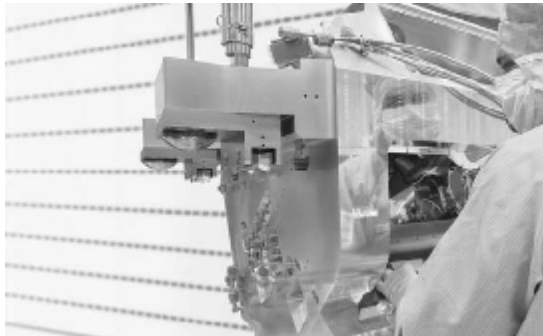


Consumer Optics/Optronics

- § Planetariums
- § Binoculars
- § Camera and Cine Lenses
- § Optronics

One company, six business groups

Facts and figures (FY 2011/12)



Semiconductor Manufacturing Technology

€1,378 million revenue 2,872 employees



Industrial Metrology

€394 million revenue 1,996 employees



Microscopy

€423 million revenue 1,864 employees



Medical Technology

€854 million revenue 3,190 employees



Vision Care

€849 million revenue 9,941 employees



Consumer Optics/Optronics

€316 million revenue 1,525 employees



ZEISS history.

The innovative strength of Carl Zeiss Vision remains unparalleled to this very day.



100 YEARS
PRECISION LENSES
MADE BY CARL ZEISS

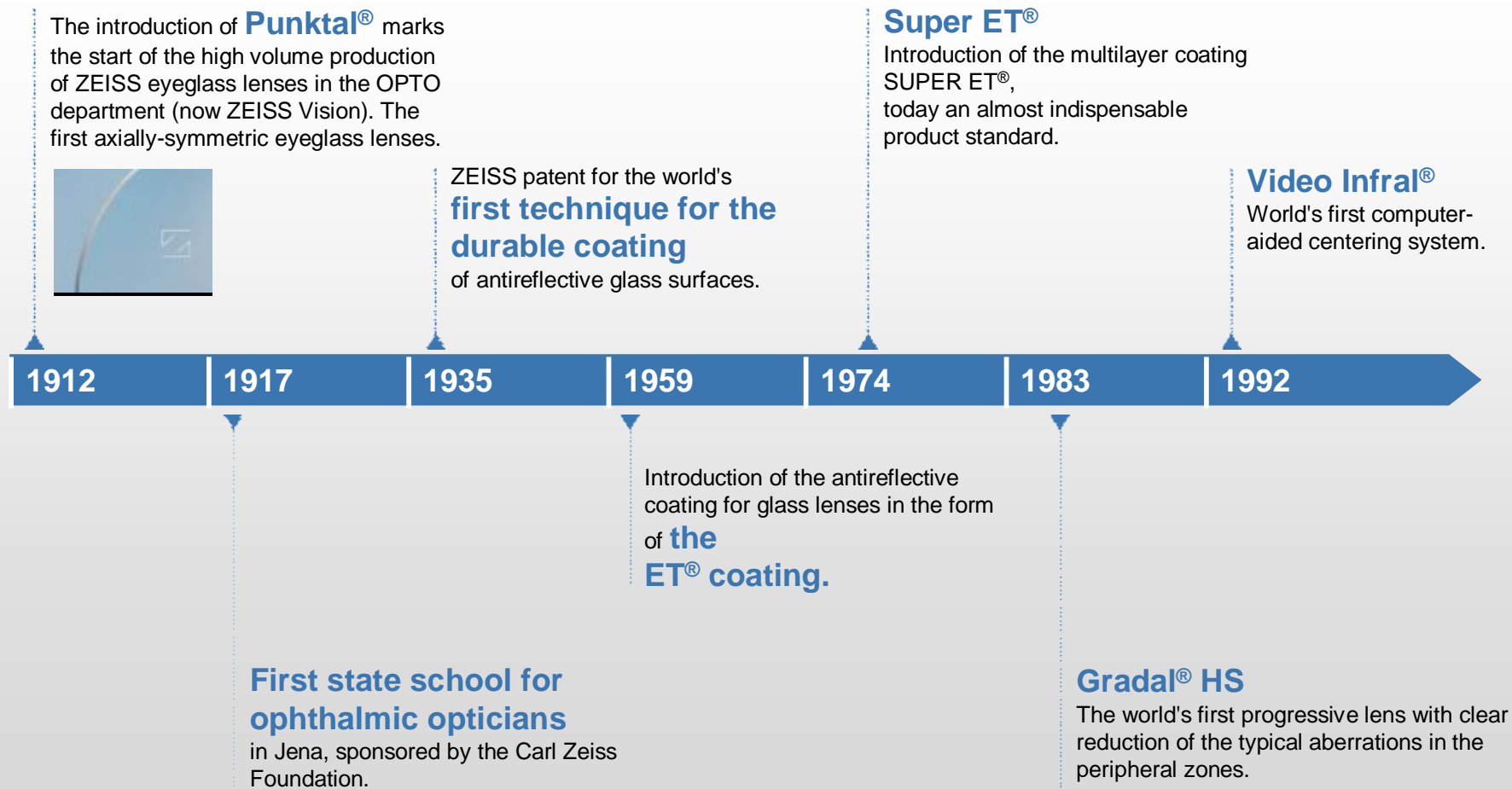
On 1 April 1912 Carl Zeiss founded the Eyeglass Department and launched the first precision lens on the market.

Since then, the name ZEISS has stood for numerous innovations and milestones in the field of eyeglass lenses.

The innovative strength of Carl Zeiss Vision remains unparalleled to this very day.



100 years of milestones for better vision.



The innovative strength of Carl Zeiss Vision remains unparalleled to this very day.



100 years of milestones for better vision.

Gradal Individual®

Individualized progressive lenses on the basis of freeform technology.



Experience ZEISS

Experience ZEISS is a consultation and marketing concept for a perfect vision experience.

DuraVision™ Platinum

The hardest antireflective coating of all times.

2000

2007

2009

2010

2011

2012

i.Scription®

The first combination of subjective refraction and wavefront measurement the market.

Myovision™

The first single vision lens to slow the progression of myopia in children in Southeast and East Asia.



PhotoFusion®

The self-tinting high and mid index self-tinting PhotoFusion® lenses transition from dark to clear up to twice as fast* than existing self-tinting lenses from ZEISS.

The innovative strength of Carl Zeiss Vision remains unparalleled to this very day.



MyoVision™

A high percentage of Asian children suffer from myopia. With MyoVision™ lenses from ZEISS, the progressive deterioration of visual performance can be reduced by 30% on average in six-to-12-year-old children*.

*Children in Southeast and East Asia with at least one myopic parent.

The innovative strength of Carl Zeiss Vision remains unparalleled to this very day.



PhotoFusion®

Thanks to patented color molecules, the self-tinting high and mid index self-tinting PhotoFusion® lenses transition from dark to clear up to twice as fast* than existing self-tinting lenses from ZEISS.

.



ZEISS promise.

Carl Zeiss Vision has the wishes and needs of its customers in sharp focus.



Our promise

stands for a strong brand.



We offer our customers competitive optical solutions based on ...

... a comprehensive,
innovative portfolio
of lenses

... unique optical and
medical expertise

... first-class
analytical systems

... and sales support

... to ensure that they can offer their consumers the best possible vision experience
and successfully develop their day-to-day business.

Benefits

for our customers



What benefits do our customers have?

- § Lenses are tailored to the individual needs of consumers in terms of price and performance.
- § A loyal and growing clientèle through further recommendation to the family circle and friends.

Why is Carl Zeiss Vision a special partner?

We are the only lens provider to combine quality lenses:

- § with first-class analytical systems
- § with unique know-how
- § with the strongest brand in the industry.

How do our customers see us?

ZEISS is a fascinating brand with distinctive characteristics:

- § professional
- § appealing
- § reliable
- § innovative



ZEISS facts.

The figures are very presentable.

Revenue



In fiscal year 2010/2011 Carl Zeiss Vision generated total revenue
of approx.

€849,000,000

The figures are very presentable.

Employees



All over the world more than

9,900

employees work for Carl Zeiss Vision in over 50 countries.

The figures are very presentable.

Production



More than
200.000
orders/day*

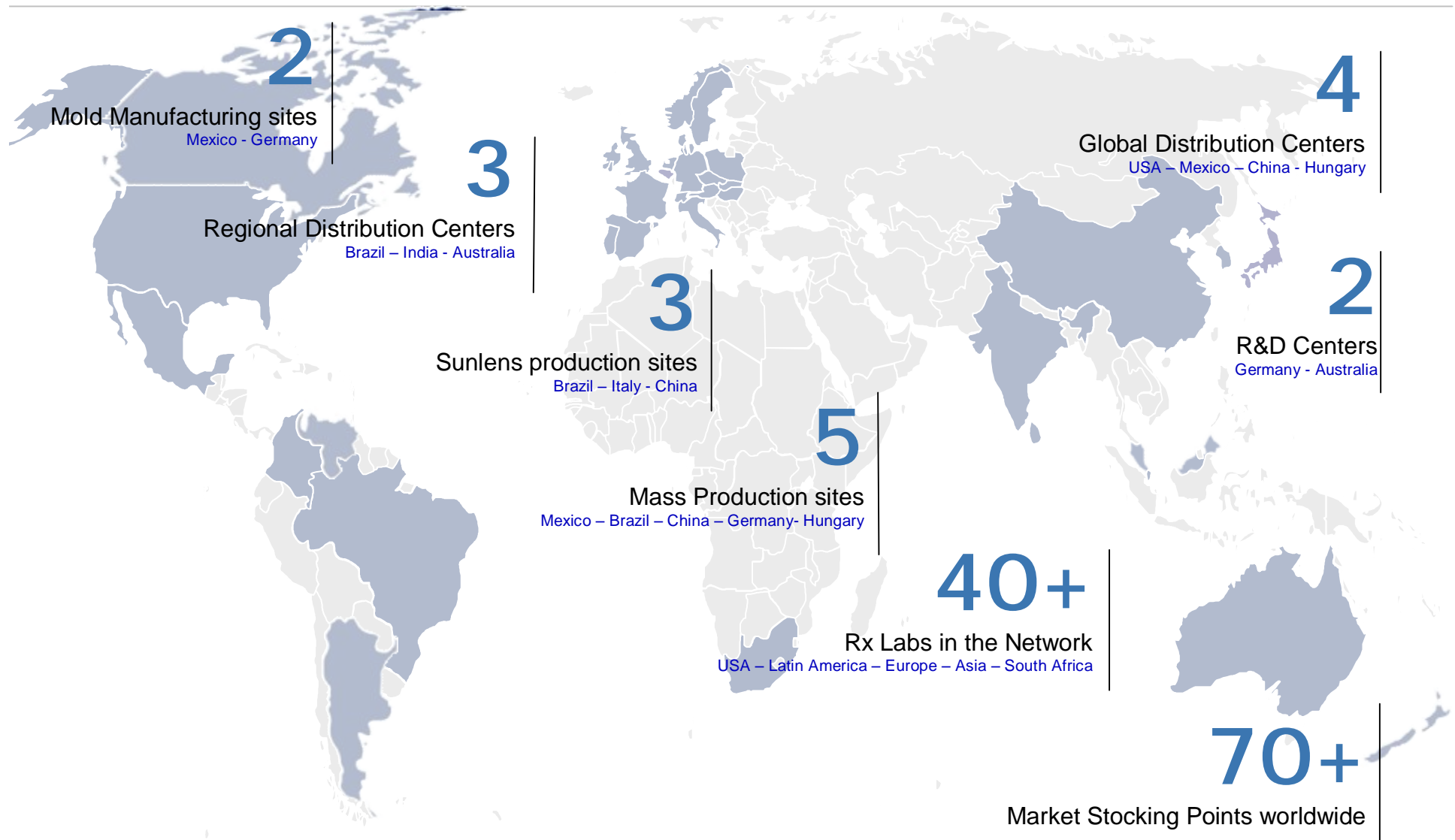
More than
100,000,000
lenses/year**

* Daily average orders for Rx lenses + Stock lens orders.

** Total lens production + purchase from 3rd parties + Sunlens

The figures are very presentable.

Production



The figures are very presentable.

Consumers



200,000,000

eyeglass wearers put their trust in the quality of Carl Zeiss Vision.



What makes Carl Zeiss Vision successful?

Research & Development.

Always one step ahead.



Carl Zeiss Vision invests in the future – through the expansion of research and development the company will always be one step ahead of the competition and assert its role as an innovation leader.

The development competency of Carl Zeiss Vision has been certified to ISO 9001/2000.

Expert employees.

The basis of success.



Many years of experience by employees, as success creates team spirit and solidarity in the company.

Targeted personal development through training programs and talent management.

Inspiring work environment in an innovative company.

Personal development in the international ambiance of a company 90% of whose employees work outside Germany.

Highest quality.

Lenses with an engraved Z as a seal of quality



ZEISS lenses are premium products that differ from no-name lenses through various features in production:

- § Use of top quality materials, surfaces and coatings
- § Matching of the coating design to the lens material

**Thank you for your attention ...
and good bye!**

