

EyeCare Partners CEO Kelly McCrann to Discuss Successful Acquisition Strategy at Vision Expo East

Robust Pace Has Company on Track for 275 Locations in 2018

ST. LOUIS– March 13, 2018 – EyeCare Partners LLC (“ECP” or “the Company”), a growing network of full scope medical optometry and ophthalmology practices, today announced CEO Kelly McCrann will be a featured speaker at Vision Expo East where he will discuss the Company’s successful growth strategy at a session titled “Private Equity Takes Root – What Does It Mean for Optometry?” on Saturday, March 17. McCrann will talk about how the investment from private equity firm FFL Partners has fueled the acquisitions that have it projected to reach 275 locations by the end of 2018.

ECP has successfully acquired and integrated more than 240 optometry and ophthalmology practices over the past 3 years throughout the Midwest, Southeast and Mid-Atlantic regions. Despite quadrupling in size during this period, ECP is currently in active discussions with more than 50 practices, and it expects to close 10 optometry and ophthalmology transactions in Q2 2018.

The Chief Professional Officer for ECP, Dr. James Wachter, is clear on the company’s mission saying, “We continue to focus on full scope medical model practices that can take advantage of our software and platform of support services. We take the burdens and administrative challenges away from the doctors, which allows them to do what they do best: take care of patients.” Dr. Wachter is joined by Joe Gira, M.D., as ECP’s Chief of Ophthalmology, in this sentiment. Dr. Gira continues by saying, “By partnering with leading ophthalmology practices across the country our doctors are able to focus on what they do best – providing advanced surgical care at the highest level.”

“We’re continuing to experience exceptionally strong interest from leading, medically-focused practices due to our collaborative approach working with Doctors to expand their patient base through exceptional patient care and world-class business support,” said McCrann. “In addition, our acquisition model offers independent practitioners excellent liquidity as well as the ability to focus their attention on providing exceptional clinical care, while we provide world-class business support and scale advantages.”

An example of a recent initiative to support its network members include a proactive outreach program contacting 90,000 patients a week to ensure they are staying up-to-date with their eye care, generating more than 7,000 appointments each month. Another is its newly-launched Lifestyle program that uses advanced technology and demographic data to connect patients with new products that match their interests and activities. Efforts like these have led to exceptional patient satisfaction ratings, consistently generating high Net Promoter Scores of 90+ that put ECP on par with leading consumer brands like Apple.

“Our practice was thrilled to join EyeCare Partners, and they have made an immense difference,” said Dr. Joe Ellis, Partner of EyeCare Associates of Kentucky, who joined ECP in September 2015. “The support from EyeCare Partners through their software platform, purchasing power, frames and

merchandising expertise, operating metrics, marketing excellence and many other services has expanded and improved our practice. EyeCare Partners has more than delivered on their promise.”

About EyeCare Partners, LLC

Based in St. Louis, Missouri, EyeCare Partners currently offers comprehensive medical eye care services at more than 240 locations throughout Alabama, Florida, Georgia, Illinois, Kansas, Kentucky, Missouri, Ohio and North Carolina. The doctors of EyeCare Partners serve the vision care needs of hundreds of thousands of patients annually. The company’s proprietary Eyecare360 software was specifically designed for the optical industry and has benefited from years of feedback from optometrists, opticians and support staff. For more information, please visit EyeCare Partners’ website at <http://eyecare-partners.com>.

About FFL Partners

FFL Partners is a San Francisco-based private equity firm with over \$4.5 billion under management. For over fifteen years, the firm has helped build industry-leading companies, providing capital and advice to exceptional management teams to grow businesses and unlock value. FFL has deep experience in investing and operations, and has brought large-company best practices and professional networks to smaller companies. Business growth has provided over 75% of the value created by FFL for its investors. FFL invests in business services, industrials, consumer products and services, financial services, and healthcare services. For additional information about FFL, please visit FFL’s website at www.fflpartners.com.

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