

MONTHLY BUSINESS PULSE CHECK

Utilization % is located at the bottom section of the Monthly Business Pulse Check for Eyecon Stores.

KPI's	STORE		TFD REGION	OD / RE	TOTAL
<i>26 Weeks of Data, 6 Week Lag</i>	<i>Store 8396</i>	<i>vs. PM</i>	<i>Store Count: 15</i>	<i>Store Count: 84</i>	<i>Store Count: 332</i>
NPS (OPT)	84.6	10.9	80.7	73.8	71.8
NPS (DOCTOR)	80.0	10.4	84.7	78.5	77.9
SURVEY (PER STORE)	39	1	51	42	51

COMP METRICS (Weekly Avg)	Store 8396		vs. PM	Store Count: 17	Store Count: 64	Store Count: 263
SALES \$ (DOCTOR)	\$ 6,647	\$ 2,470		\$ 4,773	\$ 2,984	\$ 6,557
SALES % (DOCTOR)	60.2%	84.5%		14.4%	-8.7%	5.2%
SALES \$ (RETAIL)	\$ 47,800	\$ 14,735		\$ 26,589	\$ 19,793	\$ 22,690
SALES % (RETAIL)	23.7%	46.5%		14.5%	10.7%	9.2%
CUSTOMER COUNT	104	\$ 33		85	63	74
CCC %	31.4%	45.3%		10.0%	7.2%	5.8%
A\$C (RETAIL)	-5.9%	4.5%		4.0%	3.3%	3.3%
COMP EXAMS (LAST 3 MO.)	-0.5%	8.2%		3.5%	6.6%	3.3%

NON-COMP METRICS (Weekly Avg)	Store 8396		vs. PM	Store Count: 20	Store Count: 95	Store Count: 355
A\$P (DOCTOR) (3 MO Avg)	\$109.6	\$7.9		\$64.5	\$17.0	\$105.7
A\$C (RETAIL)	\$461.8	-\$3.9		\$314.1	\$322.1	\$313.6
GROSS AVG \$ LENS	\$355.7	-\$42.7		\$392.8	\$426.3	\$393.0
GROSS AVG \$ FRAME	\$205.6	-\$30.2		\$234.9	\$216.0	\$212.3
MULTIPLES %	0.2%	0.0%		8.2%	9.5%	9.7%
SPEC DISCOUNT %	10.8%	-0.8%		50.3%	49.6%	47.2%
PEPP %	19.6%	-3.8%		14.8%	23.0%	20.3%
LENS PENETRATION (PM)	52.4%	5.1%		54.5%	59.7%	66.9%
E-MAIL CAPTURE	56.4%	0.4%		42.9%		53.2%

LENS METRICS (Weekly Avg)	Store 8396		vs. PM	Store Count: 20	Store Count: 95	Store Count: 355
SINGLE VISION	72.9%	7.9%		66.6%	62.0%	62.3%
BIFOCAL	5.1%	-2.3%		4.4%	5.0%	6.0%
PROGRESSIVE	22.0%	-5.5%		28.9%	32.4%	31.3%
TRIFOCAL	0.0%	0.0%		0.1%	0.5%	0.5%
PREM AR %	18.5%	-8.3%		44.9%	54.5%	51.5%
PHOTOCHROMIC %	19.4%	-4.0%		18.6%	15.6%	14.8%
POLARIZED %	4.8%	1.1%		6.6%	8.4%	7.2%

UTILIZATION (%)	Utilization %	vs. PM	Appts Avail vs. PY	Util% vs. PY
SUNDAY	32.7%	0.0%	0.0	0.0%
MONDAY	24.7%	2.4%	(2.5)	-4.0%
TUESDAY	20.8%	0.9%	9.5	1.0%
WEDNESDAY	22.5%	22.5%	3.1	0.0%
THURSDAY	21.2%	2.1%	2.6	-6.9%
FRIDAY	28.2%	-8.9%	8.5	0.0%
SATURDAY	19.2%	-0.2%	(0.3)	-5.2%
TOTAL	26.6%	0.9%	20.8	-4.2%