



CARL ZEISS VISION

Media Release

March 5, 2009

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Carl Zeiss Vision Australia
Lonsdale
Australia

Carl Zeiss Vision Prepares Way to its Future

Mass manufacturing to be concentrated in countries with low production costs / Lonsdale's future role in high-quality products, commercials and R&D

The market for lenses and ophthalmic products is characterized by dramatic and still-accelerating changes. To sustain the company's economic success, Carl Zeiss Vision must adjust its global manufacturing profile to suit the current climate. The advancing recession is intensifying the pressure on all companies to act, and Carl Zeiss Vision is no exception. Therefore the company will implement its business restructuring strategies and program more rapidly - and more resolutely. Carl Zeiss Vision continues to focus on making processes and administration more efficient. The global operations and distributions network will be further optimized, and parts of manufacturing will continue to be concentrated in countries with lower production costs. Carl Zeiss Vision will strengthen investments in its brands, innovative products and their marketing.

Changes at the Lonsdale site

Carl Zeiss Vision will transfer parts of production from Lonsdale (South Australia) to its China site by around end-2009. Approximately 95 employees will be affected by this measure. The company will provide affected staff with any possible support to find new employment opportunities, by way of internal transfers and redundancies, taking place over the coming months and due for completion in late 2009. "We have immediately communicated our decision to staff", says a spokesperson for Carl Zeiss Vision. "We will continue to work with staff and their union as we progress with the planned structural adjustments." Carl Zeiss Vision emphasises Lonsdale has a key role to play in the future, with significant investment being made within the Australian commercial business. The company has invested significantly in the expansion of its prescription laboratory network which now employs over 340 employees across Australia with the majority located in Adelaide. A grant has also recently been approved through the South Australian Innovation and Investment Fund which will be used to expand operations in the cutting-edge free-form surfacing division.

"Against the background of the tougher market and the worldwide economic downturn the planned measures are necessary for us to stay competitive", says Dr Raymund Heinen, COO of Carl Zeiss Vision (based in Germany). "Australia remains a key market for us. Lonsdale has its future role to play with manufacturing units for high-quality products, as distribution site and with its R&D activities."



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Carl Zeiss Vision International GmbH, headquartered in Aalen (Germany) has a strong presence in all important markets in Europe, the United States, Asia and Australia. The company is the world number two in the eyeglass market.

Stakeholders in equal shares of Carl Zeiss Vision International GmbH are Carl Zeiss AG and the private equity company EQT through their fund EQT III. In the last fiscal year (2007/08) Carl Zeiss Vision generated revenues of 892m EUR, with app 12.000 employees over all continents.