



Lensbox Canada Acquires Oxford & Kin and Partners with Baus Eyewear to Expand Doctor-delivered™ Tele-health and E-commerce

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Lensbox Canada, an eyecare technology company providing omni-channel eye healthcare solutions, connecting eye care practitioners with patients, announces today the acquisition of Oxford & Kin and a new partnership with Baus Eyewear, in order to further expand same-day delivery and product innovation.

Oxford and Kin, a doctor-created and stylish eyewear brand dedicated to social responsibility was launched in 2016 by Doctor of Optometry, Harbir Sian.

“I am truly excited for this brand to continue its growth under the Lensbox umbrella. Oxford & Kin was a passion project that grew into so much more. Having volunteered in multiple vision clinics globally and locally, I saw that there was a true need to provide quality products and services to people who did not have access to the care they deserved. I was inspired to create a brand

that would be able to reach those who need it the most, ” states Dr. Harbir Sian, Founder of Oxford & Kin Eyewear.

The acquisition launches the initial phase of developing a vertically integrated business model for Lensbox.

“E-commerce growth, heavy consolidation and overseas brand expansion into an already competitive Canadian eyecare market is creating a more challenging marketplace for independent doctors of optometry. We are acquiring like-minded companies such as Oxford & Kin, in order to deliver local, high quality and cost-effective solutions to practitioners, who wish to stay in control of their practice and benefit from the suite of IT, lab, marketing and administrative services we offer,” states Sanaz Bissonnette, Founder and CEO of Lensbox. “We are also partnering at this time with Baus, to expand our frame catalogue and expedite technological developments, to support eyecare professionals looking forward to the economy restarting.”

Baus Eyewear is a family-owned Canadian eyewear company, popular amongst eyecare professionals. Established in 2003, Baus Eyewear offers six diverse lines including elegant, vintage and titanium styles, to meet the needs of the most discerning patients.

“Our principle is simple: Offer top-quality eyewear at a competitive price. We are very excited about this partnership with the Lensbox team,” states James Huang, Founder of Baus Eyewear.

About Lensbox Canada

Lensbox is an eyecare technology company based in Vancouver, BC, providing omnichannel solutions to practitioners, including a secure and compliant tele-health platform, where eyecare services and accompanying ecommerce engines seamlessly deliver a memorable patient experience on behalf of

professionals. Lensbox also provides eye care professionals the benefits of a big brand with attractive marketing, clinic business support, backend fulfillment, lab support, and direct insurance billing. For more information visit www.shoplensbox.com and www.lensboxpro.com. For more information contact info@shoplensbox.com. For media inquiries, contact PR and Marketing Director, Kristina Lee at media@shoplensbox.com.

About Oxford & Kin

Doctor-created and inspired by global eyecare patients. Oxford & Kin is a stylish eyewear brand that focuses on quality and philanthropy. Each pair of Oxford & Kin glasses is hand-made using Italian acetate and is inspired by a different city in the world. In addition, every pair of Oxford & Kin glasses sold equals a full eye exam and a pair of glasses for someone in need.

About Baus Eyewear

Baus eyewear is a fast-growing independent supplier servicing the eye care industry in Canada. Baus has invested in frame manufacturing and design. The brands of “Baus Exclusive, Baus Elegance, Baus Vintage, Baus Kids, and Baus Clip” present a focus on quality and value. The Baus team provides excellent services to all eyecare professionals across the country. Visit them online at: bauseyewear.com