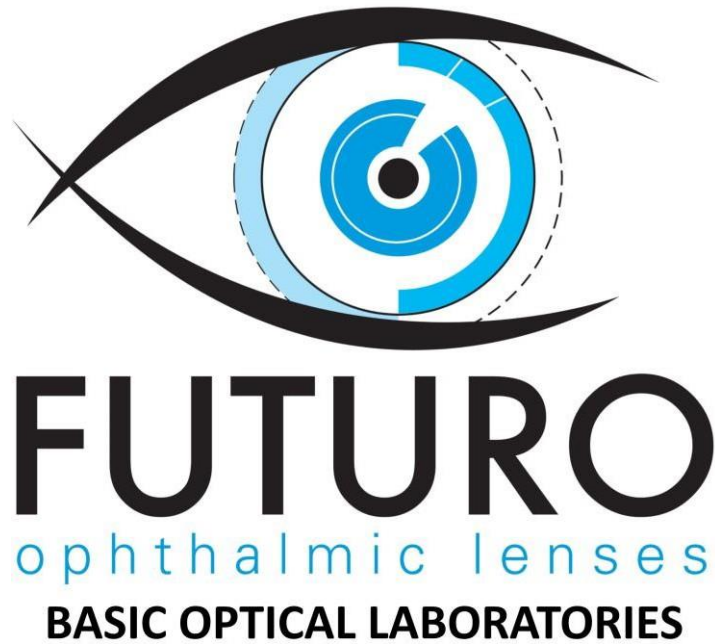


Background

The name *Basic Optical* refers to the observation at the time of founding the business that laboratories tend to overlook the basic reasons why practitioners chose their suppliers - they wanted to be good at attending to basic customer needs. We have evolved from our humble beginnings (1999), a small fitting laboratory based in the Cape Town suburbs, at the time backed only by our more than twenty years' experience in the industry, into our current structure: **fully equipped surfacing & fitting optical laboratories, a pace setter in terms of innovation & new technologies and with the (constantly expanding) capacity to compete on even terms with role players nationally.** We would like to be viewed as a manufacturer and supplier caring for the needs of our customers, adjusting our activities and product range in order to answer those needs.

We are proud to be the first establishment in the Optical Manufacturing Sector owned and managed by previously disadvantaged individuals. We are grateful for the support of those who believed in us and we are looking forward to constantly position this enterprise to be the ultimate business partner to the eye care profession.



Vision

Driven by professional excellence and innovation we will endeavour to become the preferred supplier of premium ophthalmic lens products to the South African eye care profession.

Guiding Principles

Respond creatively to the needs of our customers in the eye care profession & optical trade, thus becoming business partners to them instead of mere suppliers.

Strive towards creation of the ultimate working environment:

- safe & employee friendly;
- where staff are empowered by capacity building through ongoing training & development;
- where tasks are performed with passion & energy;
- where Employer & Employee earn each other's and their Customer's respect;
- where dependability means that employees take responsibility for their actions;
- and where mutual trust is the result of behaviour with integrity.

Fulfil our social responsibility towards the broader society in South Africa by improving the quality of life through consistent job creation, product development & research and support to initiatives aimed at making quality eye care available to all.

Minimise or eliminate waste as a means to protect the natural environment.

Support efforts to meaningfully transform ownership in the South African economy through the empowerment of all previously disadvantaged persons in our society.