Our year in numbers
2020/21
Figures as at the end of February 2021
Our reflections
2020/21

Uncertain. Unprecedented. Unimaginable.

There can be few adjectives that haven’t been used - or perhaps overused - to describe the past 12 months in the business world. In almost 40 years, Specsavers has never faced such dynamic and challenging conditions.

In this context, the incredible performance of our partners and colleagues has been even more impressive and inspiring.

Across all markets, our teams responded to every challenge with agility, skill and dedication. They established new systems, processes, and ways of working. They supported, cared for, and encouraged each other every day. They made sacrifices and faced hardship to put others first.

All of this, in service of one aim: to provide care, safely, for the vulnerable, for front line workers, or simply for anyone who needed us.

We are always proud of the remarkable accomplishments of each member of our almost 40,000-strong Specsavers family - but this year, these achievements are even more striking.

Every day we receive countless pieces of feedback from customers across every region in the Specsavers world, in both optics and audiology as well as our domiciliary and ophthalmology businesses.

This feedback celebrates the extraordinary efforts of every colleague. It also reminds us that, even in some of the darkest hours, the smallest gesture of help, act of kindness, or a simple smile has helped our customers deal with adversity.
These achievements have continued - but this year, for reasons we all know, they simply play second fiddle to the incredible efforts of our people in helping serve customers safely.

In previous years, this review has contained a detailed account of the many initiatives and activities delivered across our business: new product launches, innovations and technology advances, an overview of the contribution we’ve made to our communities, and the careers we’ve developed and supported for our colleagues.

This year, our intention is slightly different.

Instead, therefore, we have taken the decision to simply present the numbers that highlight the growing impact we have on communities around the world - and to close by providing a preview as to how we’ll continue developing into the future.

Despite the events of the past year - or maybe even because of them - we remain committed and focussed on the reason Specsavers was born 40 years ago: to change lives through better sight and hearing. Thank you.

We are both incredibly humbled by the dedication of so many who have, time and time again, put others ahead of themselves. Thank you.

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Dame Mary Perkins
Founder

Doug Perkins
Chairman and Founder

Dame Mary Perkins
Founder
Our facts and figures
2020/21

1.3 million
customer feedback
responses

1.8
million
visitors
to our
website
every week

2,293
optical and
audiology stores

325,901
hearing aids
sold

35,500
employees

17.9
million frames sold

530.5
million contact lenses sold

3,240+
Partners

2,293
ophthalmic procedures
performed via Newmedica

41
million customers worldwide

20,459
customers worldwide
Our stores
2020/21

Optical stores
Audiology stores*
Domiciliary partnerships
Newmedica

* Audiology services are also available in 732 optical stores in the UK, 59 optical stores in the Republic of Ireland, 175 optical stores in Australia, 19 optical stores in New Zealand and 141 optical stores in the Netherlands.
Our story so far
2020/21

1984  Opened first store in UK
1990  Entered ROI
1997  Entered Netherlands
2003  Launched ‘Should’ve gone to Specsavers’ strapline in UK
2004  Acquired Blic optical group in Sweden / Expanded into audiology in UK
2005  Entered Norway / Acquired Louis Nielsen in Denmark
2006  Entered Spain
2007  Entered Finland / Expanded into audiology in the Netherlands
2008  Entered Australia and New Zealand
2010  Market leader: New Zealand
2011  Market leader: Australia
2013  Acquired UK domiciliary eyecare business Healthcall
2014  Market leader: Denmark, Norway and Sweden
2015  Market leader: Finland
2016  Partnered with UK ophthalmology business Newmedica
2017  Expanded into audiology in Australia
2019  Expanded into audiology in New Zealand
2021  Entered Canada
Looking forward

We know that 2020/21 will not be judged on numbers, facts or figures - but by the difference we have made in our communities.

At the same time, these previous pages have sought to provide but a brief snapshot of our financial resilience as a business. As government-imposed restrictions eased, our performance rebounded strongly.

An 8.8% increase in the second half of the year is evidence of the key role we have played in remaining ‘open for care’ for our customers.

Of course, the full impact of the pandemic has yet to pass. The last 18 months have inflicted scars upon our communities that will take years in heal.

But our strong performance, which continues today, has nonetheless given us the privilege to look forward and plan how we respond to the dynamic environment ahead.
Across all our regions, teams have developed exciting and innovative plans to ensure we continue to serve customers through our unique partnership model.

But at the same time, as a private business, we can look further forward than others and invest in areas that will influence our ongoing success over the next five to ten years.

So, what will be our legacy?

Our ambitions are simple:

**To deliver outstanding value and be loved by every customer:** continually enhancing our offer to respond to evolving needs

**To be the place we are all proud to belong:** bringing to life the ways of working, career opportunities and deeper purpose that we know only Specsavers can offer

**To be the clear market leader in every region, caring for 60 million customers:** making the maximum impact we can to those around us.

We now start the task of fulfilling these ambitions. By doing so, we know that we will be able to deliver, ever more resolutely, on the reason we do what we do: to change lives through better sight and hearing.

Over the last year, we have learnt even more about the depth of Specsavers’ character, about the resilience of our people, about the true strength of our partnership.

It is a lesson that no numbers, even those extraordinary ones within this report, can fully attest to.

Critically, it has reminded us that whatever challenges are thrown at us, our partnership - across optics, audiology, domiciliary and ophthalmology and within every region - is uniquely placed to continue to thrive.

Onward.

John Perkins
Group CEO