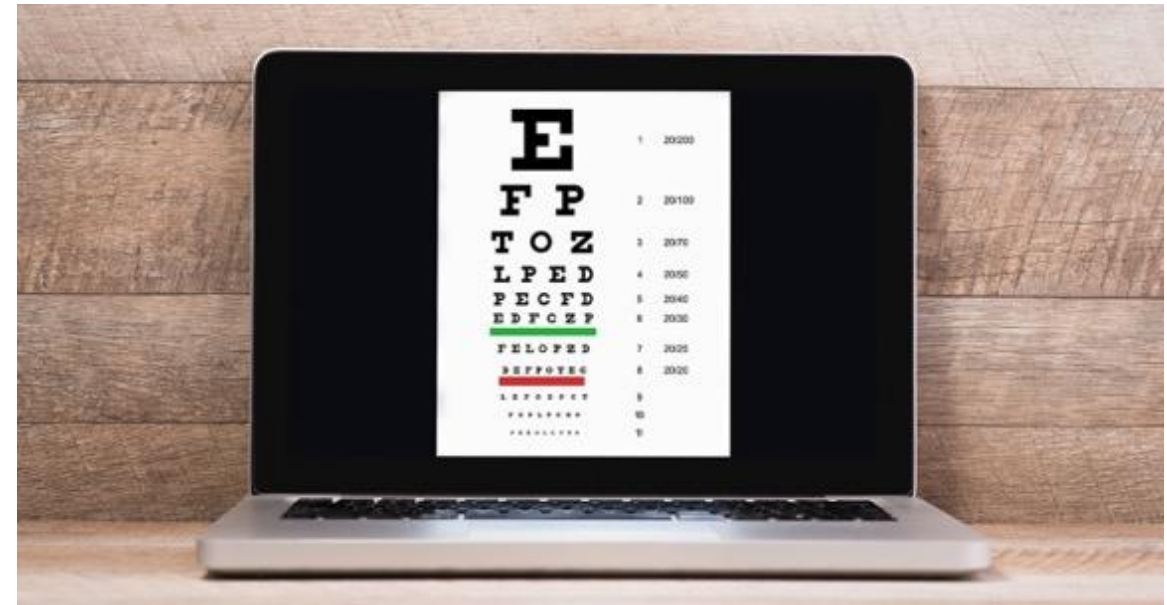


Mark Lindsey co-founder Sight & Sound
Amy Lindsey LPCP co-founder



What do we do?

- Founded in 2014
- Provide vision screenings on site
- Glasses
- Readers
- Sunglasses
- Repair of glasses
- Medical referrals

All services and products are free

- Custom glasses/prescriptions and medical
- Exams through 1,100 retail partners across the U.S. to meet touring artists needs



Current Data

- More than 2 billion people around the world suffer from visual impairment, yet 1 billion of these instances could have been prevented or is yet to be addressed.¹ Additionally, the number of people experiencing blindness and visual impairment globally is expected to double by 2030 unless corrective measures are taken.²
- The prevention and treatment of life-altering eye conditions can start with a single eye exam, which can detect more than 270 different medical conditions such as diabetes, heart disease and stroke risk, as well as cataracts, glaucoma, or retinal disorders such as macular degeneration.³
- “In the U.S., about half of adults at high-risk for vision loss did not visit an eye care professional in the last 12 months² and more than a third of children under 18 have never received an eye exam,⁵”

Besides visual acuity what can a comprehensive exam reveal?

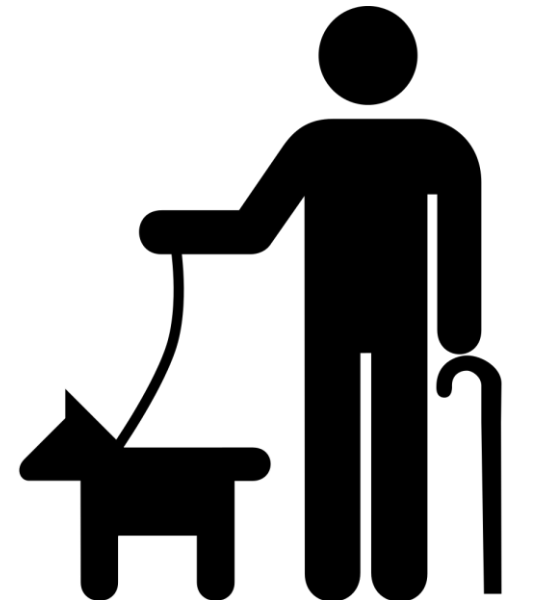
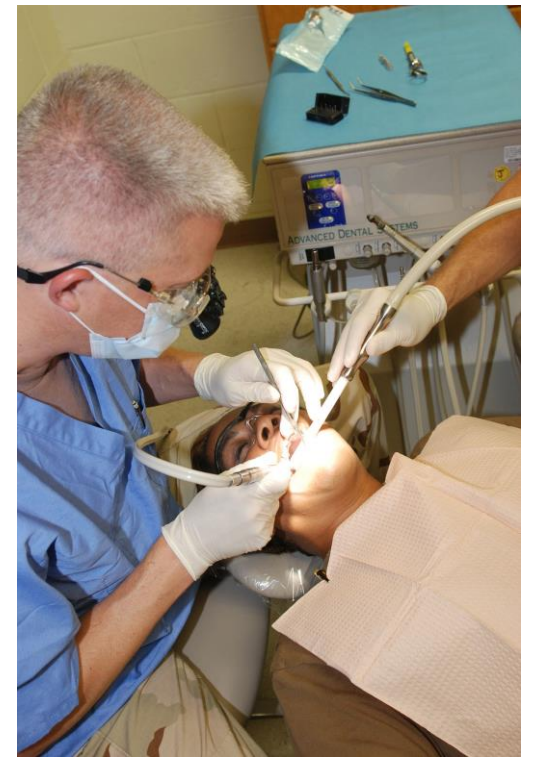
1. Diabetes:
2. High Blood Pressure:
3. Stroke:
4. Sickle Cell Disease:
5. Thyroid Disorders:
6. Cancer:
7. Arthritis:
8. Multiple Sclerosis:
9. High Cholesterol:
10. Tumors:



Vision Care in the U.S.

- 77% of Americans have dental insurance
Musicians?
- Only 36% of Americans have some type of “vision care”
Musicians?

*Vision care often defined as a
small credit toward care and glasses



Rising incidence of sight conditions United States

- **Rise in over 40 population** by +9MM by 2021
- Demand for medical eyecare services for the 65 and older population
- Increased demand of 2.6 million exams per year

Source: OnePoll, 2,000 Americans

Top issues in Sight & Sound clinics

- Never had an eye exam
- No access to vision care
- Old glasses (damaged, scratched)
- Presbyopia (near vision)
- Myopia
- Time between exams



Source: Holden et al, *Ophthalmology* 2016.

Digital Stats

98% of households with children under 8 have a mobile device

-42% of children 8 and younger

-53% of tweens between 8-12

-67% of teens 13-18 have their own mobile devices



Usage

Average daily mobile usage

-1 hour for children age 8 and younger

-2 hours for tweens

-4 hours for teens

Common sense media



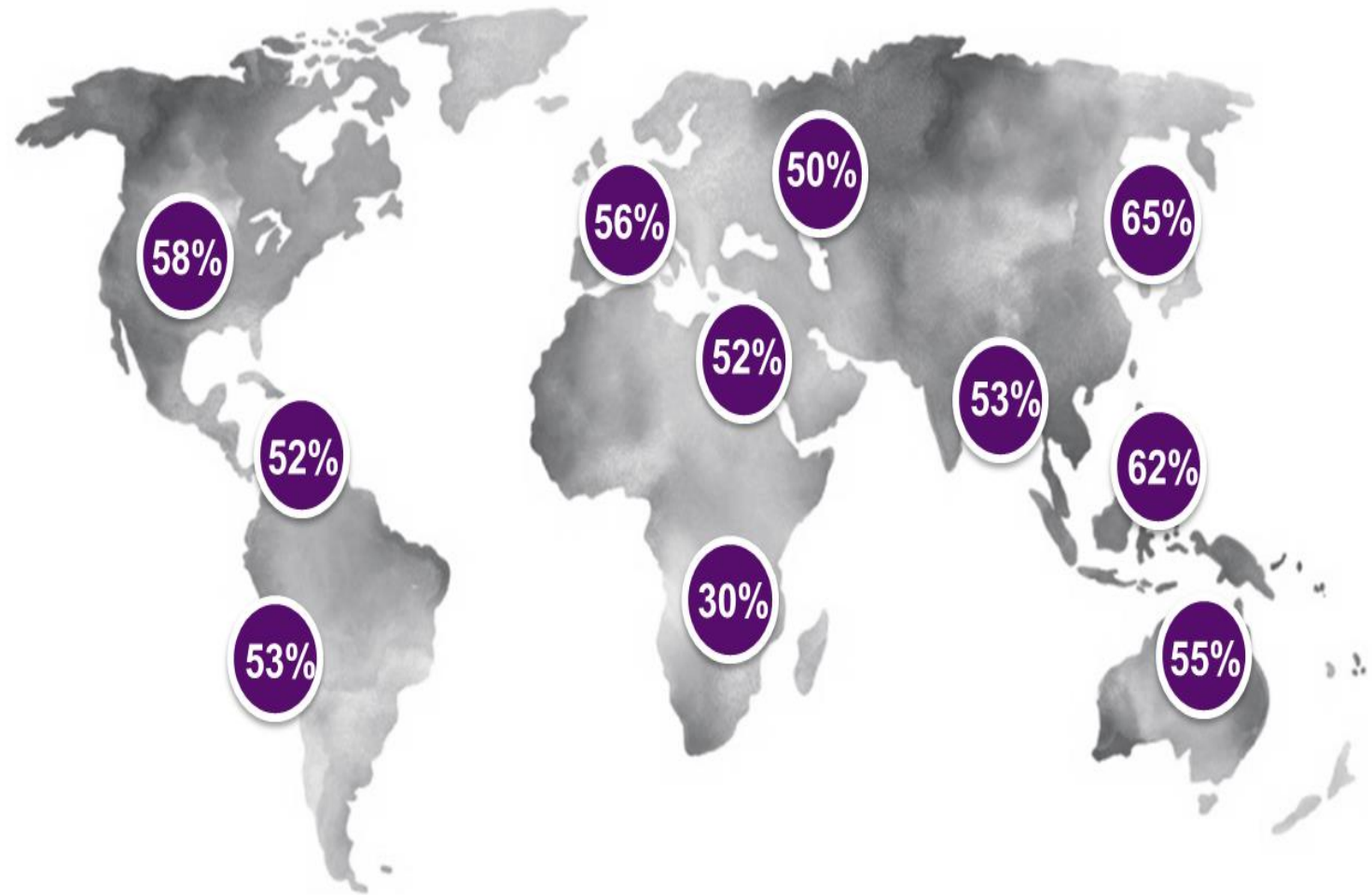
The “Constant Connectivity”



These two images were taken only 8 years apart near the Vatican at St. Peter's Basilica

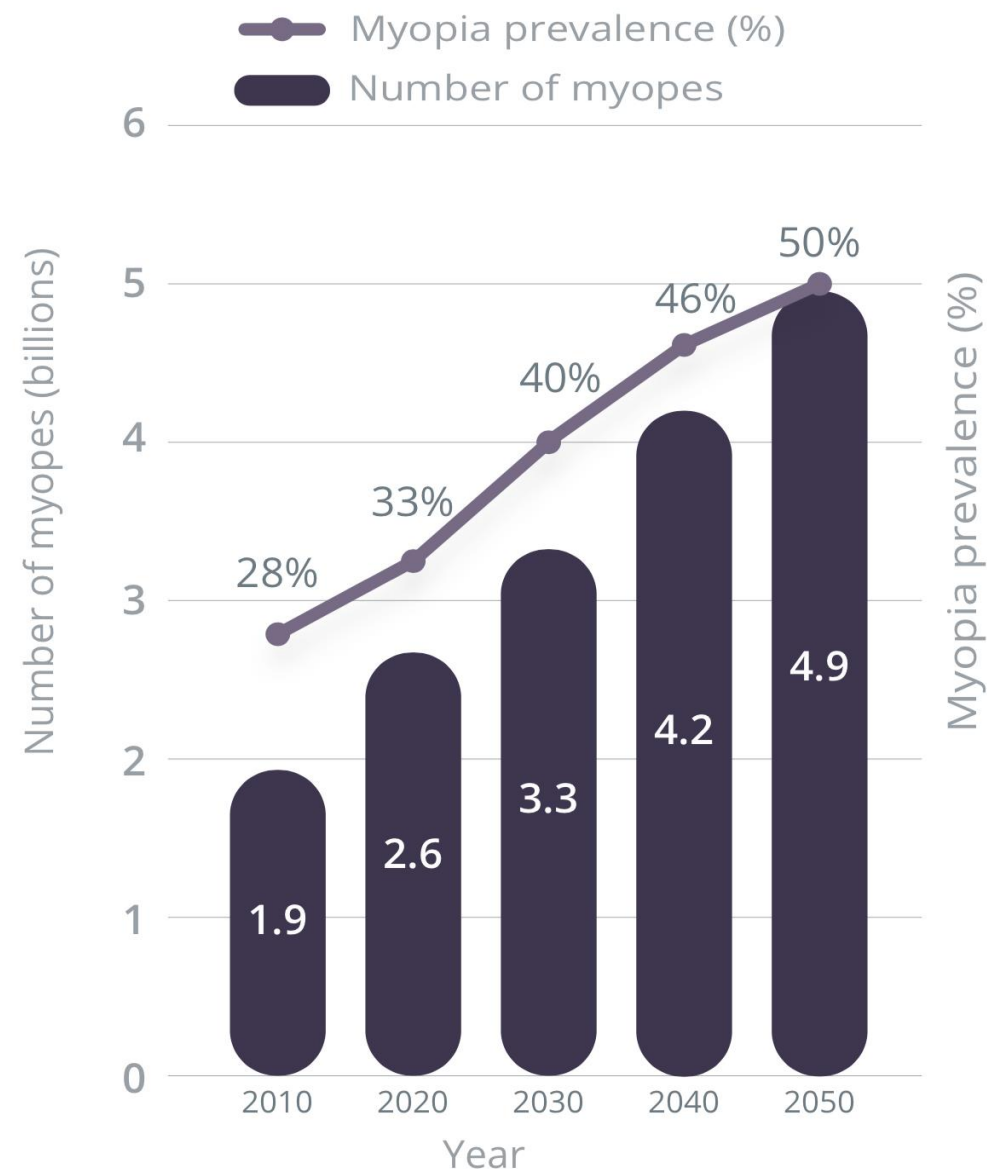
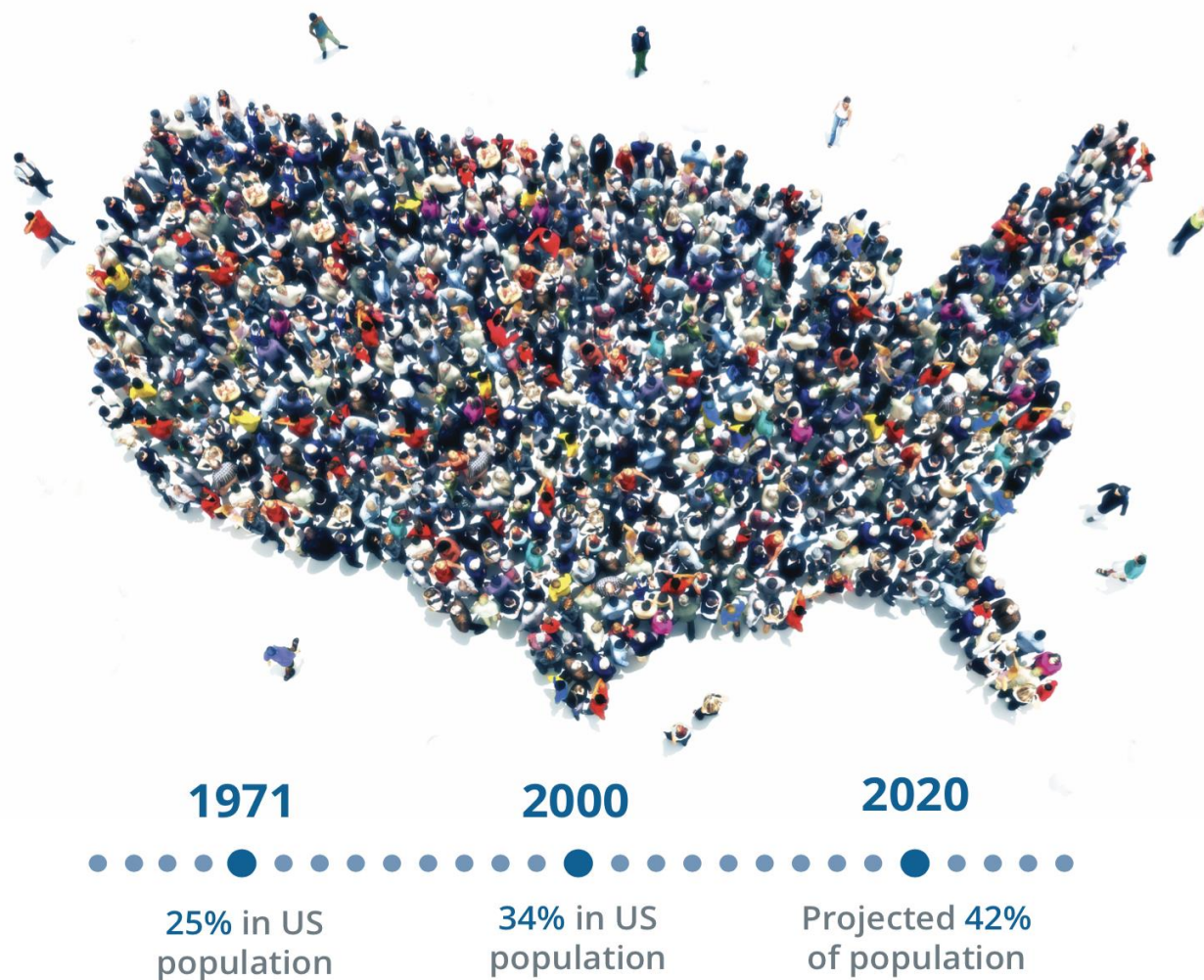
Myopia (Nearsighted)

- **Global myopia progression**
- More than 50% of the global population will develop myopia by 2050
- Projected to increase to almost 5 billion people in 2050



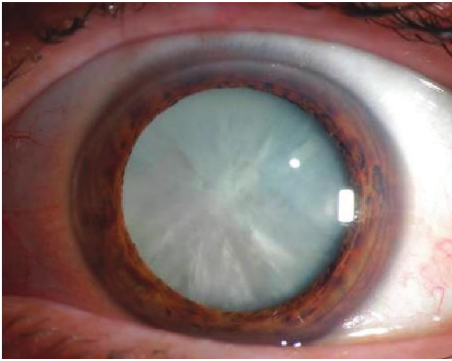
Myopia is more than just a vision issue.

The prevalence of Myopia has increased 66% in the US since 1971.²



2. Vitale S, Sperduto RD, Ferris FL 3rd. Increased Prevalence of Myopia in the U.S. between 1971-1972 and 1999-2004. Arch Ophthalmol. 2009 Dec;127(12):1632-9. PubMed

Complications of Progressive Myopia



Cataracts

2x risk if < -3.00 D
5.5x risk if > -5.00 D



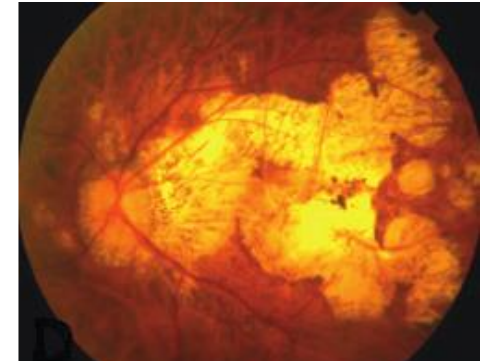
Glaucoma

3x risk if < -3.00 D
14.6x risk if > -5.00 D



Retinal Detachment

3x risk if < -3.00 D
21.5x risk if > -5.00 D



Myopic Macular Degeneration

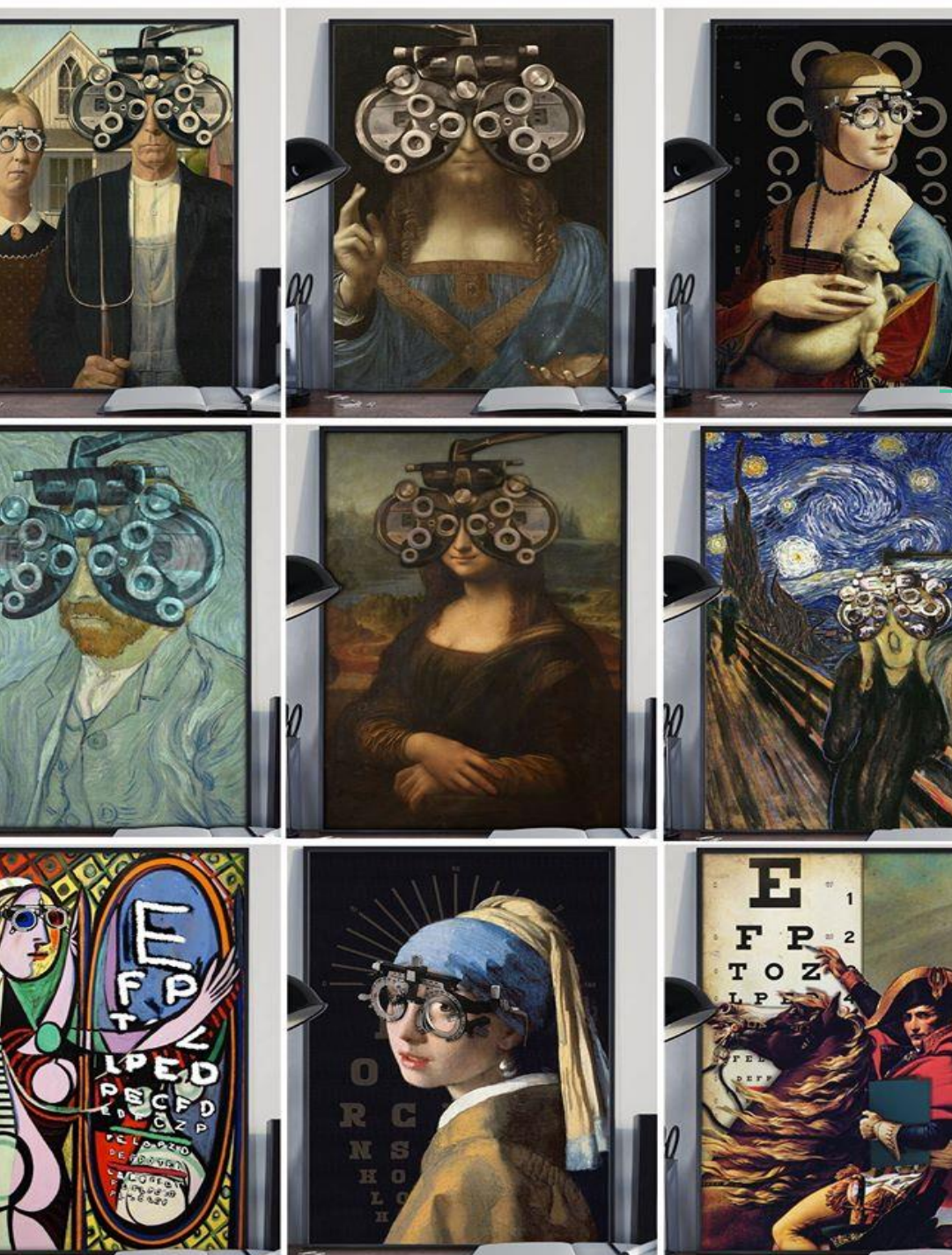
2x risk if < -3.00 D
40x risk if > -5.00 D



\$\$ Partners & Fundraisers

Festivals & Trade Shows





Q & A

- 1. Cooper, Y. (2019, May 1). With Childhood Myopia Rates on the Rise, the American Optometric Association Highlights the Importance of Early Intervention through Annual Eye Exams. Retrieved from <https://www.aoa.org/newsroom/myopia-rates-on-the-rise-sym>
- 2. CooperVision data on file 2019. Myopia Awareness, The Harris Poll online survey of n= 1,005 parents (with child age 8-15) and n=313 ECPs (who see at least 1 child age 8-15 with myopia each month) in U.S.
- 3. Gifford, P., & Gifford, K. L. (2016). The Future of Myopia Control Contact Lenses. *Optometry and Vision Science*. 93(4): 336-343.
- 4. Xu L, Wang Y, Wang S, Wang Y & Jonas JB, 'High Myopia and Glaucoma Susceptibility: The Beijing Eye Study' *Ophthalmology*, Volume 114, Issue 2, February 2007; Praveen MR, Shah GD, Vasavada AR, Mehta PG, Gilbert.
- 5. Flitcroft DI. The complex interactions of retinal, optical and environmental factors in myopia aetiology. *Prog Retin Eye Res*. 2012;31(6):622-660.
- ¹ World report on vision. Geneva: World Health Organization; 2019. License: CC BY-NC-SA 3.0 IGO.
- ² Keep an Eye on Your Vision Health. Centers for Disease Control and Prevention. <https://www.cdc.gov/features/healthyvision/index.html>. Accessed January 16, 2020.
- ³ Systemic Conditions with Ocular and Visual Manifestations. American Optometric Association. December 2019.
- ⁴ Surprising Eye Health Stats. VSP Vision. <https://www.vsp.com/eyewear-wellness/eye-health/eye-health-survey-results>. Accessed January 22, 2020.
- ⁵ VisionWatch Survey. The Vision Council.