

MEMORANDUM

To : OPERATIONS, ACCOUNTING, AUDIT, MARKETING, and WAREHOUSE
Date : APRIL 11, 2023
Subject : ISSUANCE OF LIFETIME GUARANTEE CARD

At EO, we are committed to providing high-quality products and exceptional service to our customers. To show our dedication, we are excited to announce the launch of our new "Lifetime Guarantee Card" program for purchases of EO's Exclusive brand. This program offers a variety of perks, including:

- Lifetime FREE Cleaning
- Lifetime Free Adjustment
- Lifetime FREE Nosepad Replacement
- Lifetime FREE Screw Replacement

To ensure that our customers are aware of the guarantee and the steps in claiming the benefits, we will provide a Lifetime Guarantee Card (LGC) with every purchase of our Complete Eyeglass Package. This card explains the terms and conditions in availing of its perks, namely FREE lifetime services, including cleaning, adjustment, nose pads, and screws.

The purpose of this outline is to standardize the issuance of Lifetime Guarantee Cards in our branches and warehouse.

1. The Lifetime Guarantee Card will be distributed to our branches by the Frames Section c/o Ma'am Helen based on the allocation of the CEG cases.
2. Each branch will be responsible for the replenishment request thru SIR.
3. Lifetime Guaranteed Card should be accounted to the branch thru Delivery Receipt (DR).
4. Lifetime Guarantee Card will be included in our branch inventory and should be counted/tallied during audit visits.
5. To ensure accurate and efficient branch recording, we kindly request that the Lifetime Guarantee Card be included in our SI or RX copy and encoded in our EOIS system.
6. A Lifetime Guarantee Card must be included for CEG (Frames+Lens) purchase.
7. The Lifetime Guarantee Card does not apply to lens or frame only transactions.
8. Branch Manager must monitor the issuance of the card.
9. Failure to do so will result in a deviation and findings report.

We are committed to providing excellent customer service, and this commitment extends to our Lifetime Guarantee Card program. The following steps listed below are necessary for ensuring that the customers will receive the full benefits and have a positive experience with our company.

1. Double-check the product or the frame upon acceptance. Please make sure that our representative thoroughly checked the products for defects and discusses the status of the frame with the patient. See to it that the waiver is signed, and if the frame is beyond our warranty parameters.
2. With the agreement of both parties, EO employees can now process the free adjustment, cleaning, or issuance of free nose pads and screws.

Upon release of the cards, kindly inform the customers that the guarantee for cleaning, adjustment, and free nose pads is lifetime and **FREE OF CHARGE**. They may come back and visit any EO branch nationwide to avail of the special perks exclusive to them by simply presenting their LGC. This is a good opportunity to build a positive relationship with our patients and demonstrate our commitment to their satisfaction.

Lifetime Guarantee Card is not our Warranty Card.

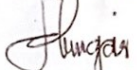
Please be advised that anyone caught asking or charging patients for these services will face disciplinary actions, which may include dismissal from our team. We take this policy very seriously and want to ensure that our patients receive the best possible care.

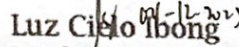
Thank you for your cooperation and dedication to providing excellent service to our patients.

The company reserves the right to amend this memo whenever it deems necessary.

For your strict compliance.

Prepared by:

 4/11/2023
Brian C. Bringas
Marketing Manager for In-Store Activations


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Marketing Group Manager

Approved by:


Ms. Rachelle L. Uy
EVP for Corporate Operations