



felix + iris fact sheet

felix + iris is the only online glasses retailer that has tailored a shopping experience around finding the right fit for the 40+ customer — a pair that looks great, feels comfortable on their face and meets their vision needs.

The felix + iris team knows the 40+ customer firsthand. Through years of experience with Readers.com, they have heard about that customer's struggle to buy prescription glasses online. The felix + iris promise is to deliver a personalized shopping experience that allows each individual customer to find the pair of glasses meant for them.

THE BEGINNINGS

- + felix + iris was founded in 2014 by husband and wife Randy and Angie Stocklin.
- + The felix + iris team has nearly 10 years of eyewear experience, including more than five years with Readers.com.
- + felix + iris is an online-only eyewear brand, with operations based in Greenwood, Ind.

THE EXPERTISE

- + felix + iris combines proven technology, years of experience with the 40+ customer and hands-on guidance from on-site experts to deliver the right pair of glasses for each unique individual.
- + The felix + iris team of experts includes style and vision consultants, like an in-house certified optician, to ensure all lenses meet each consumer's unique optical needs.

THE TECHNOLOGY

- + The felix + iris experience begins with the Fit Profile. This short quiz, backed by exclusive in-house technology, uses customer-specific data to create a personalized store for each unique individual.
- + The “My f + i” personal stores are driven by a felix + iris algorithm that selects the best glasses for each customer based on criteria like face shape, style and frame preferences.

THE SPECS

- + felix + iris offers single vision, bifocal, trifocal and progressive lenses with additional optical offerings like indoor and outdoor tints, gradients, polarization and photochromization.
- + Inventory consists of 140 frame styles in a variety of colors and will be updated regularly to keep on-trend styles available for purchase.
- + Frame materials cater to the intended customer’s preferences, with 50 percent of styles including metal (stainless steel or titanium) details. A variety of hypoallergenic and plastic options are also available.

THE REASSURANCE

felix + iris has taken extra steps to ensure a customer’s order is right the first time.

- + **Virtual Try-On:** Allows consumers to virtually see specific frames on their faces, by uploading a photo or connecting via webcam.
- + **At-Home Fit Kit:** Delivers, to customers’ homes, a selection of four frames, tools and priority customer support access for a period of five days — free of charge.
- + **Hand Inspection:** Guarantees every pair of glasses is of the highest quality with a rigorous 11-point hand inspection by felix + iris team members.
- + **Prescription Verification:** Guarantees felix + iris representatives will verify all prescriptions before processing orders, as a courtesy to customers.
- + **Fit Promise:** Ensures customers can return their glasses within 30 days of receipt for full refunds and free return shipping.

THE PRICES

felix + iris offers straightforward pricing, with no “gotchas.”

- + All frame styles start at the same price, depending on lens type – *\$119 for single vision, \$249 for bifocals and just \$299 for progressives or trifocals*. Customers can also purchase a frame with plain, clear lenses for \$89.
- + UV protection, anti-reflective and scratch-resistant coatings come standard at no additional cost.
- + felix + iris accepts FSA and HSA payments in the form of debit or credit cards and can provide itemized receipts for insurance reimbursements.