

[FOR IMMEDIATE RELEASE]

The logo for EuroEyes, featuring the word "EuroEyes" in white sans-serif font on a dark blue rectangular background.

**EuroEyes International Eye Clinic Limited**

德視佳國際眼科有限公司

**(Stock Code: 1846.HK)**

## **EuroEyes enhances investor relations programme with appointment of Hume Brophy Communications**

**Hong Kong, 18 May 2022 – [EuroEyes International Eye Clinic Limited](#)** (“EuroEyes”, HKEX: 1846), a world-leader in ophthalmology, has appointed international communications consultancy [Hume Brophy Communications](#) (“Hume Brophy”) as its investor and public relations partner. The appointment aims to enhance awareness on EuroEyes’ distinct vision care offerings and its strong business and financial success as the company continues to rapidly expand globally.

**Dr. Jørn Slot Jørgensen, Founder, Chairman and CEO of EuroEyes, said,** “As a leader in vision correction with significant presence in Europe and China, EuroEyes has helped more than 600,000 patients regain clear vision, and delivered strong business results for our shareholders. Since establishing in 1993 and trading on the Hong Kong Stock Exchange in 2019, we have successfully executed our growth strategy, remained committed to expanding our clinics and services to clients, and continued to capitalise on business opportunities – all of which are reflected in our solid earnings year on year. Our new communications initiative will ensure that our business vision, headline stories, and strong financial numbers are clearly communicated to current and potential investors.”

A strategic communications programme will be put in place to increase the number of EuroEyes touchpoints with clients and investors, ensuring proper delivery of the latest and most relevant information about vision correction, business developments, and financial performances at EuroEyes.

**Thomas Kwan, Director, Hong Kong, Hume Brophy Communications, said:** “We are pleased to become the communications partner of EuroEyes. Our team of communications professionals will help potential clients and investors to better understand the advantages of EuroEyes – from both eye care and investment perspectives – and drive sustainable interactions that could translate to further business success for EuroEyes.”

**Dr. Jørn Slot Jørgensen added:** “With our continued global expansion, we are now entering a new phase of growth. By partnering with an international communications firm like Hume Brophy, we look to optimise our brand exposure to the broader capital markets community in Hong Kong and beyond, enabling investors to better understand the potential investment value that EuroEyes offer and be part of our growth journey.”

In March 2022, EuroEyes opened its Chengdu clinic, the eighth clinic in Mainland China, and a new flagship clinic in Copenhagen. In January 2022, the company announced it has entered into a Share Purchase Agreement to acquire London Vision Clinic Partners Limited in the United Kingdom, further expanding its footprint in Europe’s high-end vision correction market. This brings the total number of EuroEyes clinics around the world to close to 30. The company will continue to capitalise on the growing awareness of vision care, and identify new clinic locations or optimise existing surgical centres to better serve clients and achieve greater business results for shareholders.

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**About EuroEyes International Eye Clinic Limited**

EuroEyes was established in 1993 and is one of the leading brands in the vision correction industry that combines German ophthalmology excellence and over 25 years of experience with individualised customer care. EuroEyes is one of the few eye clinic groups with a far-reaching geographical coverage, with operations in Germany, Denmark and the PRC. The Group's vision correction services include (i) refractive laser surgery (which includes ReLEx smile and Femto LASIK); (ii) phakic lens (ICL) surgery; (iii) lens exchange surgery (which includes the monofocal and trifocal lens exchange surgery) and (iv) others (which include PRK/LASEK and ICRS implantation).

For more information, please visit [www.euroeyes.hk](http://www.euroeyes.hk).

**About Hume Brophy Communications**

Founded in 2005, we are now 100+ consultants with a focus on public affairs, public relations, corporate and financial communications. We are an international firm with offices in Brussels, Paris, Frankfurt, Dublin, London, New York, Hong Kong and Singapore, and partnerships with leading consultancies worldwide.

Our consultants draw expertise from respective political, regulatory and media backgrounds to help our clients communicate with clarity. Our multicultural and multilingual teams have significant reach across diverse networks. In combination with our bench of senior advisers – former MPs & MEPs, Commission officials, regulators and industry participants – this makes us one of the best-connected consultancies in Brussels.

We are dynamic and results-focused and keen to build a close relationship with our clients in order to provide perspective, comprehensive analysis and contextual insight.

For more information, please visit [humbrophy.com](http://humbrophy.com).

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