



LINZ, MARCH 2022

"COMPANY OF THE YEAR 2022"

SILHOUETTE GERMANY TAKES HOME THE PRIZE, PROVING THAT CONSUMER TRUST IS THE KEY TO SUCCESS IN 2022.

The global pandemic has posed major economic challenges over the past two years. Against this backdrop, the Institute for Management and Economic Research (IMWF) closely examined companies from a wide range of industries on behalf of the renowned business magazine *Focus Money* and its *Deutschland Test* brand. The top honors went to the few companies that have managed to thrive in these difficult times, setting themselves up for success in the year ahead. Silhouette Germany was the clear favorite in the Eyewear and Contact Lenses category, taking home the Company of the Year 2022 title.

The most trusted eyewear brand among German consumers

Which companies have done the best job at overcoming the challenges brought on by the global pandemic? That was the central question behind the Company of the Year 2022 survey. This year, the IMWF narrowed down its selection to focus on those companies that had performed particularly well in 2021, including the winners of last year's prizes for Company of the Year, Most Trusted, Customer Favorites and Most Sustainable. Social listening was used to assess the performance of around 40 different prescription eyewear brands. With a perfect score, Silhouette topped the ranks in the category of Most Trusted, setting the benchmark for the optics industry. This is a very special honor for a premium eyewear brand like Silhouette, which places trust at the core of its relationship with its customers around the world. The company has succeeded in gaining its customers' trust thanks to its longstanding reputation for excellent quality and craftsmanship, along with its solid commitment to sustainable business practices.

This has enabled Silhouette to maintain strong business partnerships while also keeping its customers satisfied. The latest IMWF study evaluated the level of trust among Silhouette's optician partners as well as its customers, analyzing statements on the topics of reputation, recommendation, trust and quality.

Analysis based on social intelligence

Since 2013, the IMWF has been using artificial intelligence to analyze large sets of social media data. It began conducting its annual Company of the Year meta study five years ago. Each year, the study draws on millions of social media posts which mention the companies included in the rankings. In this case, around 21,000



companies and brands from over 200 industries were cited. In the Eyewear & Contact Lenses category, 40 companies were analyzed, only four of which were awarded a prize. Winners were chosen based on the positive tone and reach of the social media posts that mentioned them.

FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, www.facebook.com/silhouette/

Silhouette

Founded in 1964, Silhouette is the global leader in premium rimless eyewear. In 1999, the family-operated company revolutionized the glasses industry with an innovative screwless, hingeless, and rimless model called Titan Minimal Art. This innovative design – made from start to finish in Austria and weighing only 1.8 grams – was unlike anything the world had ever seen. All Silhouette glasses are made from the highest quality materials using cutting edge technology and the finest handcraftsmanship. In fact, around 80% of the build is carried out by hand. This ensures the glasses deliver best-in-class comfort to a global market of more than 100 countries on five continents and in space. With 50 patents and over 100 design awards under its belt, Silhouette has a relentless commitment to quality: Over 100 quality control checks must be carried out before a single pair of glasses leaves its headquarters in Linz, Austria.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,400 employees worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear, which has brought it acclaim and success around the world. Exports account for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the company has been a full-service provider of frames and lenses – made in Austria. In 2020, around 1 million pairs of glasses were sold worldwide and the company reported €123 million in revenue.

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