

BAUSCH+LOMB

Contact Lens Experts Since 1971

FROM VISION TO VALUE

Redefining What We Started

Effective February 2025



Loyalty Pricing Program | Loyalty Rewards Program

LOYALTY PRICING PROGRAM

FEBRUARY 1, 2025 - JANUARY 31, 2026

Maximize Your Upfront Cost of Goods Savings!

Loyalty Pricing Per Box*

| | LIST | SILVER Save up to 8% | GOLD Save up to 16% | PLATINUM Save up to 24% |
|--|---------|-------------------------|------------------------|----------------------------|
| INFUSE® (90-pack) | \$75.50 | \$71.50 | \$67.50 | \$63.50 |
| INFUSE® For Astigmatism (90-pack) | \$88.50 | \$84.50 | \$80.50 | \$76.50 |
| INFUSE® Multifocal (90-pack) | \$97.50 | \$93.50 | \$89.50 | \$85.50 |
| Biotrue® ONEday (90-pack) | \$51.00 | \$47.00 | \$43.00 | \$39.00 |
| Biotrue® ONEday For Astigmatism (90-pack) | \$68.00 | \$64.00 | \$60.00 | \$56.00 |
| Biotrue® ONEday For Presbyopia (90-pack) | \$78.00 | \$74.00 | \$70.00 | \$66.00 |
| Bausch + Lomb ULTRA® (6-pack) | \$40.25 | \$37.25 | \$34.25 | \$31.25 |
| Bausch + Lomb ULTRA® For Astigmatism (6-pack) | \$48.25 | \$45.25 | \$42.25 | \$39.25 |
| Bausch + Lomb ULTRA® For Presbyopia (6-pack) | \$64.50 | \$61.50 | \$58.50 | \$55.50 |
| Bausch + Lomb ULTRA® Multifocal For Astigmatism (6-pack) | \$96.50 | \$93.50 | \$90.50 | \$87.50 |

Loyalty Pricing Program Discount Per Box*

| | SILVER | GOLD | PLATINUM |
|--|--------|--------|----------|
| INFUSE® (90-pack) | \$4.00 | \$8.00 | \$12.00 |
| INFUSE® Astigmatism (90-pack) | \$4.00 | \$8.00 | \$12.00 |
| INFUSE® Multifocal (90-pack) | \$4.00 | \$8.00 | \$12.00 |
| Biotrue® ONEday (90-pack) | \$4.00 | \$8.00 | \$12.00 |
| Biotrue® ONEday For Astigmatism (90-pack) | \$4.00 | \$8.00 | \$12.00 |
| Biotrue® ONEday For Presbyopia (90-pack) | \$4.00 | \$8.00 | \$12.00 |
| Bausch + Lomb ULTRA® (6-pack) | \$3.00 | \$6.00 | \$9.00 |
| Bausch + Lomb ULTRA® For Astigmatism (6-pack) | \$3.00 | \$6.00 | \$9.00 |
| Bausch + Lomb ULTRA® For Presbyopia (6-pack) | \$3.00 | \$6.00 | \$9.00 |
| Bausch + Lomb ULTRA® Multifocal For Astigmatism (6-pack) | \$3.00 | \$6.00 | \$9.00 |

*Percentage and pricing discounts based off list pricing

LOYALTY REWARDS PROGRAM

FEBRUARY 1, 2025 - DECEMBER 31, 2025

Earn up to 20% back on Total Volume Sales

Volume Rebate Percentage

| Net Quarterly Purchases | Growth Percentage | | |
|-------------------------|-------------------|------------|------|
| | 0 – 9.9% | 10 – 19.9% | 20%+ |
| \$15,000+ | 8% | 10% | 20% |
| \$10,000 - \$14,999 | 5% | 8% | 15% |
| \$5,000 - \$9,999 | 3% | 5% | 10% |
| \$2,500 - \$4,999 | 2% | 3% | 6% |

Calculate potential rebate payment

| Net Quarterly Purchases | | Volume Rebate Payment | | | Total Rebate Payment |
|-------------------------|-------------------|--|--|--|---|
| Purchase Year | Quarterly Example | Growth (2025 Qtr total minus 2024 Qtr total) | Growth Percentage (Total growth divided by 2024 Qtr total) | Volume Rebate Percentage (Based on the table above) | (Net Quarterly Purchases multiplied by Volume Rebate Percentage) |
| 2024 | | | | | |
| 2025 | | | | | |

How it works

Bausch + Lomb Loyalty Rewards program is subject to Terms and Conditions set forth below:

- Growth Percentage for Q1 2025, Q2 2025, Q3 2025, and Q4 2025 is calculated by subtracting the prior year's corresponding Net Quarterly Purchases (e.g., Q1 2024) from the current quarter's Net Quarterly Purchases (e.g., Q1 2025) and then dividing the result by the prior year's corresponding Net Quarterly Purchases (e.g., Q1 2024).
- The applicable Volume Rebate Percentage is determined by the Growth Percentage and the current Net Quarterly Purchases (e.g., Q1 2025) from the chart on the prior page.
- Payments are made on a quarterly basis. Total Rebate Payment is based on current Net Quarterly Purchases (e.g., Q1 2025) multiplied by the applicable Volume Rebate Percentage.
- Enrollee must achieve minimum current Net Quarterly Purchases of \$2,500 and minimum Growth (0.1% or above from prior year) in order to receive any rebate payment for the given quarter.
- Participating products include Bausch + Lomb ULTRA®, Biotrue ONEday® and INFUSE® families, no other products apply.
- Net Quarterly Purchases, program parameters and payments are defined and determined by Bausch + Lomb in its sole discretion.
- Bausch + Lomb reserves the right to change, amend, modify, suspend, continue or terminate all or any part of the program either in an individual case or in general, at any time, without notice.

For pricing details and your Net Quarterly Purchases, please contact your local Bausch + Lomb Sales Representative.

Total Loyalty Program Savings

It's all about the **benefits!**

| | LIST | SILVER | GOLD | PLATINUM |
|---|------|--------|------|----------|
| High-Value Rebates | ✓ | ✓ | ✓ | ✓ |
| Bank Eligible | ✓ | ✓ | ✓ | ✓ |
| Free REACH Portal Assets | ✓ | ✓ | ✓ | ✓ |
| Free One-by-One Sign Up | ✓ | ✓ | ✓ | ✓ |
| Up to 20% Growth Payout | ✓ | ✓ | ✓ | ✓ |
| Free REACH Social Automation Calendar | ✓ | ✓ | ✓ | ✓ |
| 8-24% * Cost of Goods Discount ^{††} | | ✓ | ✓ | ✓ |
| 10-20%* Discount on Zenlens and NovaKone Fit Set [†] | | | ✓ | ✓ |
| 10% Discount on OTC Eye Care and Supplements ^{**} | | | ✓ | ✓ |
| Early Access to New Products and Parameters | | | | ✓ |

Ask your representative about the Bausch + Lomb
Loyalty Programs and **save even more!**

Bausch + Lomb Loyalty Pricing Program is subject to Terms and Conditions:

All pricing effective February 1, 2025 - January 31, 2026

*Percentage discount based on list pricing

**Accounts should consult with your Bausch + Lomb representative for full list of qualifying OTC products

[†]Accounts on Gold tier receive 15% discount; accounts on Platinum tier receive 25%

^{††}Accounts on Silver receive 8% discount; Accounts on Gold receive 16% discount; Accounts on Platinum receive 24% receive discount

- Enrollment Period for this offer is January 1, 2025 through January 31, 2025. Accounts are not automatically enrolled in Bausch + Lomb Loyalty pricing program. All accounts must be enrolled by Bausch + Lomb Sales representatives.
- Enrolled accounts will receive promotional pricing based on total Net Purchases during each six (6) month Measurement Period, as set forth below. Applicable products are the products set forth in the above price table.
- Enrolled accounts will receive promotional pricing from the chart above based on Net Purchase volumes during the applicable Measurement Period in accordance with the following tiers:
 - Silver Tier equals volume of Net Purchases of >\$5,000 - \$9,999
 - Gold Tier equals volume of Net Purchases of >\$10,000 - \$19,999
 - Platinum Tier equals volume of Net Purchases of >\$20,000+
- The promotional pricing shall be effective during each Effective Pricing Period based on tiering from the prior Measurement Period. Accounts can move to another tier during measurement period if they hit volume thresholds for that next tier. The Measurement Periods and Effective Pricing Periods are as follows:
 - July 1, 2024 - December 31, 2024 (First Measurement Period)
 - February 1, 2025 - July 31, 2025 (Effective Pricing based on Measurement Period)
 - January 1, 2025 - June 30, 2025 (Second Measurement Period)
 - August 1, 2025 - January 31, 2026 (Effective Pricing based on Measurement Period)
- Promotional pricing takes effect 3-5 business days after customer enrolls in the Loyalty Pricing Program and is not retroactive to beginning of Current Effective Pricing Period.
- Loyalty Pricing Program is available via distributors and direct. Net Purchases are based on purchases from individual locations. Net Purchases cannot be grouped together across multiple locations to hit volume thresholds.
- Net Purchases, eligibility, program parameters and discounts are determined by Bausch + Lomb in its sole discretion.
- Bausch + Lomb reserves the right to change, amend, modify, suspend, continue or terminate all or any part of the program either in an individual case or in general, at any time, without notice.

Confidential: These programs and pricing information are confidential and intended only for the eye care professional office receiving this material. It is subject to any existing confidentiality provision you have agreed to with Bausch + Lomb or your distributor. It may not be shared with third parties outside of your office.

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