



March 27, 2020

Dear Valued Customer,

We know you are feeling the devastating impact of COVID-19 on your business, family, patients and community. These are uncertain times, but Alcon is committed to supporting our associates, the Eye Care community and the patients you serve, while doing our best to remain flexible and responsive to your needs.

Although our sales force is now working remotely, they are available and here to support if you need rebate pads, samples, coupons or have any questions. Alcon Customer Service is also fully operational and can be reached at 1-800-241-5999.

Below are additional ways Alcon is supporting you, your patients and the community during this time:

Support for Your Practice

- Loyalty Lock Discount: Alcon will grant an automatic extension of Loyalty Lock inventory pricing through July 31, 2020 for all practices enrolled in the Loyalty Lock program as of March 31, 2020.
- MagnifEYE Rebate Program: Alcon will evaluate the MagnifEYE qualification levels at the end of Q1 for practices enrolled in the program, thereby taking the impact of COVID-19 into consideration. We are also examining ways to leverage the program differently in Q2 to provide support for practices and will follow up with details as soon as possible.
- Payment Terms: For private practices that buy directly from Alcon and customers using MARLO, we have extended payment terms throughout Q2 by an additional 30 days to help you free up cash flow for other priorities.
- Online Solution for Patient Ordering: Last year, we successfully piloted MARLO, a digital platform that allows patients to order Alcon contact lenses directly from their ECP and have them shipped free to the location of their choice. MARLO sends patient-friendly reorder and exam reminders to keep the ECP and patient connected during the contact lens buying process as an added benefit. It also enables phone orders, which allows practices to fulfill a patient contact lens order without a visit to the office. Given the overwhelmingly positive feedback from our pilot customers, we are accelerating MARLO availability to help independent ECPs retain the revenue associated with contact lens sales. Contact your sales representative if you're interested in learning more.

Support for Your Patients

- Free Direct-to-Patient Shipping: Alcon is offering free direct-to-patient shipping for those who order a 90-day supply or greater. This includes purchases made directly from Alcon or via an authorized distributor.
- Promoting the Safe Use of Contact Lenses: We know there has been some uncertainty on the safe wear of contact lenses during the COVID-19 pandemic. We have posted a [statement to our website](#), and are helping share tips across our [corporate social media channels](#) and forthcoming direct-to-patient communications on the issue.



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Additional Alcon Resources

- Training and eLearning: We are continuing to look for ways to offer virtual meetings and trainings via WebEx that can benefit your practice and patients, along with online learning opportunities and educational resources through the Alcon Experience Academy. Please contact your representative if you're interested in accessing these resources.
- Giving Back to Our Communities: Alcon and the Alcon Foundation are supporting care for those affected by COVID-19, as well as social services for those left vulnerable by it, with monetary donations to organizations working on the medical frontlines and within our communities like the International Red Cross and Red Crescent Societies, International Medical Corps, United Way and Feeding America.

There are also US Government resources available through the recently passed Stimulus Package. This includes more than \$350 billion for small businesses, including \$10 billion for the Small Business Association (SBA) to guarantor loans for small business to maintain payroll and pay off debts. Click [here](#) for an overview of the small business relief in the legislation, as well links to SBA resources.

Alcon has been a member of the eye care community for more than 73 years. We know you are a resilient and dedicated group of health care professionals and we will get through this together. Stay safe and kind regards,

A handwritten signature in black ink, appearing to read "Sean T. Clark".

Sean Clark
VP/General Manager, U.S. Vision Care
Alcon