

## GetLenses Acquires Vision Direct to strengthen European Position

Tuesday 11 February, 2014

UK online contact lens retailer GetLenses.co.uk announced today that it has acquired Dutch online retailers Vision Direct and Lensbase, which sell contact lenses, contact lens solutions and prescription glasses to consumers in the Netherlands, Spain and the UK. The combined entity is expected to generate revenues of over €30 million in 2014.

[GetLenses](#) is the largest online contact lens retailer in the UK, offering highly competitive prices and next-day delivery on an extensive range of prescription contact lenses. In addition to a broad product range and significant price savings, customers also benefit from being able to check their prescription before they purchase. The company employs an award-winning call centre team in York, which is trained by opticians to meet regulations and provide excellent customer services.

[Vision Direct](#), which was founded in 1998, sells contact lenses and prescription glasses online in Europe. The company offers a huge selection of contact lenses from all the leading suppliers at extremely compelling prices from its base in the Netherlands.

"This cements our position as a market leader in Europe, significantly increases our customer base and enhances our ability to deliver a fantastic service to all our customers," says Michael Kraftman, CEO GetLenses.co.uk, "We expect to complement this with further acquisitive growth in other European markets."

The acquisition was financed by a new funding round led by existing shareholder Octopus Investments and included Fidelity Worldwide Investments, Hargreave Hale and Artemis Investment Management.

### About GetLenses:

GetLenses is the UK's largest online supplier of contact lenses. The company stocks over a million contact lenses from the world's leading brands and offers next day delivery as standard so no one delivers quicker.

Customers can buy contact lenses for up to 42% less than high street opticians. Buying cheap contact lenses online doesn't mean any compromise on quality, since GetLenses buy direct from verified suppliers and pass the savings on to the customer.

The company stocks leading contact lens brands including: Focus Dailies, Air Optix, Acuvue Moist, Soflens, PureVision, Proclear, and many more besides.

### PR Contact Details:

Ashley Mealor, Marketing Director  
020 8099 8275  
[Ashley.mealor@getlenses.co.uk](mailto:Ashley.mealor@getlenses.co.uk)

### Address:

Suite 3a, Lyttelton House  
2 Lyttelton Road  
London  
N2 0EF

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[Contact](#) :: [Lenses](#) :: [Online](#) :: [UK](#)  
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## Company Contact:

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[GetLenses.co.uk](https://www.getlenses.co.uk)

T. +442080998275

E. [Ashley.mealor@getlenses.co.uk](mailto:Ashley.mealor@getlenses.co.uk)

W. <https://www.getlenses.co.uk/>

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