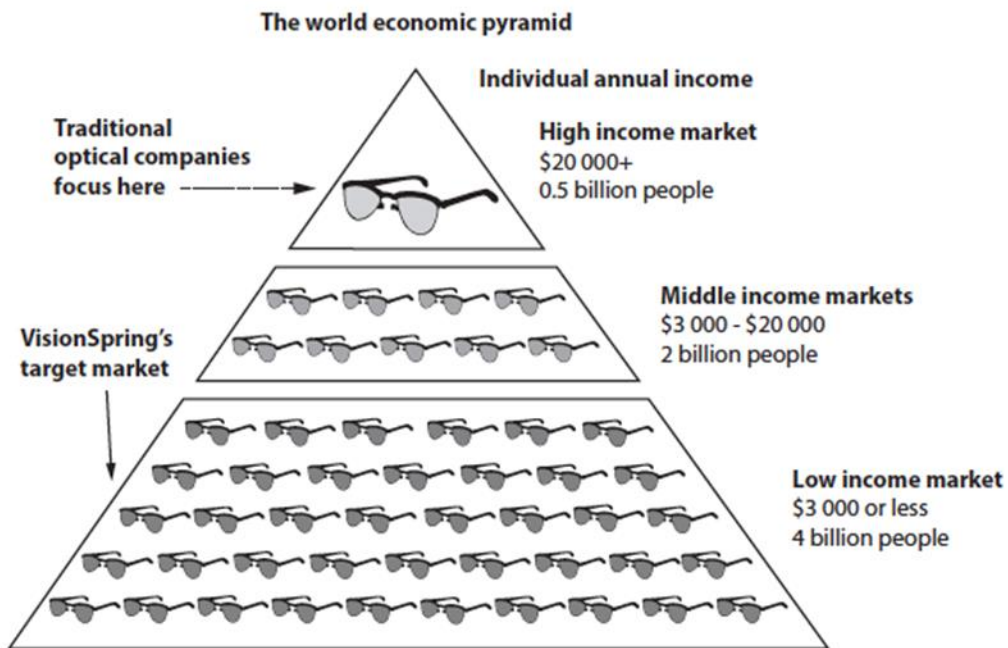


Extract D



In high income markets, glasses are typically sold using a low-volume, high-profit margin approach. However, VisionSpring recognised the potential for success in the developing world. To achieve this, it focused on the low income market, using a high-volume and low-profit margin approach.