



Shop Manager Meeting

05 08 2026

Agenda

HR Updates — p.3

LINE WORKS rollout, glasses & grooming standards

Hiring updates, weekly mood check

OWNDAYS 30 Standards — p.9

Manager's briefing checklist across 6 categories

Customer Service, Cleanliness, Product & Supply, Staff Appearance, VMD, Store Operations

This Month's Focus — p.21

SKU coverage target: 98/118 by 16 Aug

NPS & Response Rate results; Orders declining YOY – ATV to drive sales

Store Performance Dashboard — p.29

Company KPI summary, Budget Achievement trend

Store leaderboard & flagged/critical stores

EC Order Handling — p.34

Voucher & discount code handling steps for EC orders; EC lens ordering process update

Lens Ordering & Delivery — p.39

Lens ordering procedure (LK → HKO → OEM priority)

TOKAI / Lenskart delivery dashboards; CL sales July achievement & Aug projection

Store Incentive Scheme — p.53

Monthly incentive: budget achievement tiers, base + KPI incentive

Role weightage, worked example, quarterly incentive & eligibility rules

Marketing & Activations — p.59

6161 promotion & Cortis Acuvue GWP (313 / Suntec); National Day promo pitch

WWP Family Day (16 Aug) – Myopia Talk, Lucky Draw

Visual Merchandising (VMD) — p.69

Update all posters to latest versions; discard old ones

Pompompurin display starts Monday

Merchandise — p.71

July sales summary, top SKU, inventory & replenishment trend

Action: re-key pending RFID orders into the latest ordering sheet

Lens Performance & Loss Lens — p.84

ODSG Top Up Ratio & PAL CR (above/below average)

Loss lens error trends (Prescription, Fitting, FOP, Edging, Order Wrong)

HR Updates

01

Aligning with Japan HQ: LINE → LINE WORKS

To centralise account management and handle confidential information properly, OWNDAYS will adopt LINE WORKS as our official in-company messaging app — matching Japan HQ.

Item	LINE	LINE WORKS
Purpose of use	Personal	Business
User registration / password reset	By individual	By administrator
View past chat history	Cannot	Can
Chat backup when changing devices	Required	Not required (3 yrs)
Login on multiple mobile devices	Cannot	Can

LINE WORKS Logo



For download and use in shop communications.

Look the Part: Glasses & Grooming Standards

As the face of OWNDAYS in every store, how our staff present themselves shapes how customers see the brand.

POINT 01

Wear OWNDAYS Glasses on Duty

All retail employees must wear their OWNDAYS glasses while on duty. If not currently wearing them, glasses should be hung visibly on the uniform — never left out of sight. Staff are allowed up to 15% tinted lenses.

POINT 02

Free Glasses Month

Any retail employee who does not yet own a pair of OWNDAYS glasses can claim one free this month. Speak to your HR contact to arrange collection.

POINT 03

Masks Off, Smiles On

Face masks should not be worn on the sales floor, except when a staff member is feeling unwell. A visible smile helps us connect warmly with customers.

03

Hiring Updates — August 2026

Progress against our target of 270 total headcount by end-October 2026.

247

CURRENT HEADCOUNT (AUG-26)

TARGET (END-OCT 2026)

270

▲ 23 TO GO

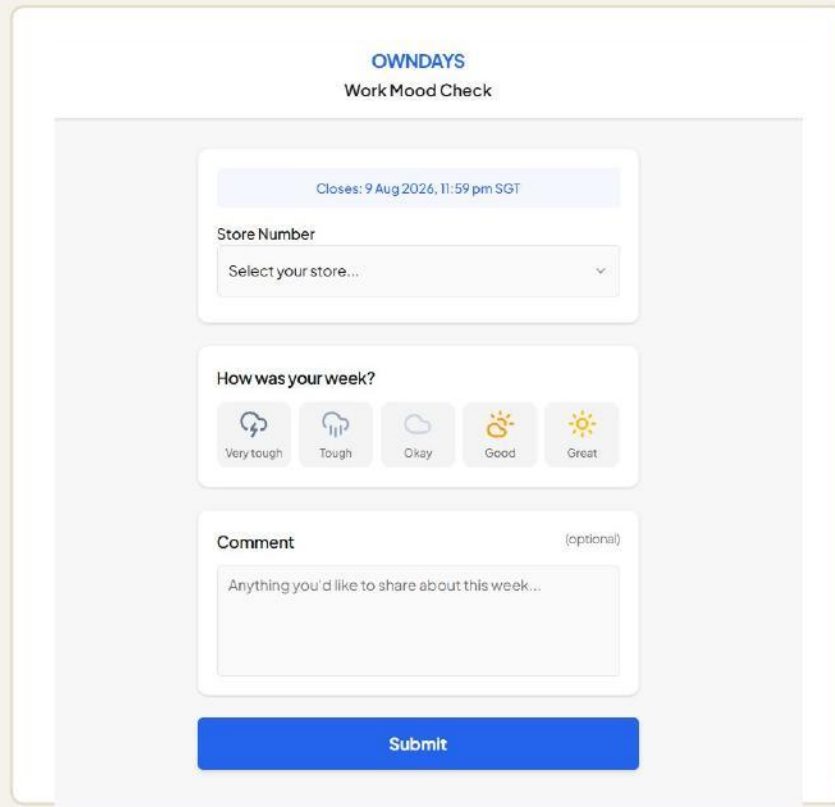
Role	Aug Plan	Aug Actual	Oct-26 Target	Gap
Optometrist	26	26	29	▲ 3
Optician	125	121	136	▲ 15
Eyewear Ambassador (EA)	102	100	105	▲ 5
PT Refracts.	17	15	18	▲ 3
Total	253	247	270	▲ 23

Figures reflect the latest manpower planning update as of August 2026, for internal HR use only — please verify against source records before external circulation.

04

New: Weekly Mood Check

A short, anonymous weekly check-in so we can spot wellbeing concerns early and act on them quickly.



The screenshot shows the OWNDAYS Work Mood Check interface. At the top, it says "OWNDAYS Work Mood Check". Below this, there is a blue bar indicating the closing time: "Closes: 9 Aug 2026, 11:59 pm SGT". The form includes a "Store Number" dropdown menu with the placeholder text "Select your store...". Below the dropdown, there is a section titled "How was your week?" with five selectable options: "Very tough" (cloud with rain), "Tough" (cloud with rain), "Okay" (cloud), "Good" (sun with clouds), and "Great" (sun). At the bottom, there is a "Comment" field with the placeholder text "Anything you'd like to share about this week..." and a "(optional)" label. A blue "Submit" button is located at the bottom of the form.

► Friday

HR sends the check-in link to all shops.

► Fri - Sun

Employees complete it anonymously, in their own time.

► Sunday, 11:59pm SGT

The link closes for that week.

► From Monday

HR reviews scores by outlet and follows up where needed.

Responses are anonymous at the individual level. Scores are only ever aggregated and reported by outlet, never by name.

New Standard: OWNDAYS 30 Standards

Starting this month, all stores will be guided against this shared checklist to raise consistency across the network.

OWNDAYS 30 Standards

Customer Service

1. Are all staff members taking actions to improve NPS?
 - Greeting customers when they enter the store
 - Greeting customers when they leave the store, including stepping out from behind the counter to see them off
2. Are all staff members serving customers with a smile?
3. Is the first approach being made to all customers?
4. Are customers being kept waiting too long?
5. How did the staff utilize their idle time?
6. Has there been any situation where no staff member was present on the sales floor for more than 5 minutes?



Store Operations

7. Do all staff members working that day understand the day's Kakuhen, including their station assignment, daily tasks, and sales targets?
8. 30. Does everyone execute the tasks that need to be completed daily?

Product & Supply Management

9. Are stocked frames organized by model?
10. Are there fewer than 5 frames without RFID tags?
11. Are lost lenses properly recorded and kept for one month only?
12. Are there any shortages of consumables or supplies?
 - Service cases, all types / Tote bags / Contact lens solution / Receipt paper / Tissues

VMD & Store Presentation

13. Are all fixtures well-maintained and free from defects?
14. Are display frames neatly aligned?
15. Are the displays arranged in accordance with VMD guidelines?
16. Are there no more than 2 empty frame slots per showcase?
17. Are all displayed POP materials free of defects?
 - Are acrylic display items free of damage?
 - Are the lights for photochromic lenses working properly and fully charged?
18. Are collaboration and tie-up displays set up according to the display instruction manual?



Staff Appearance

19. Are all staff uniforms clean, and is each staff member properly groomed?
20. Are all staff members wearing OWNDAYS glasses?
 - *Compulsory to wear on duty

Cleanliness

21. Is the sales floor clean and free of obstructions?
22. Are all customer-visible areas kept organized?
 - Reception area (including cleaning area) / Cashier area / Refraction room / Waiting area / Edging room
23. Are display products cleaned at least once daily and maintained throughout the day as needed?
24. Are customer-use items free of fingerprints, dust, and dirt?
 - Tablets / Mirrors / Trial lenses / Frame
25. Are the displays arranged according to VMD guidelines, with sufficient stock for the Open Price Point and C-Rank displays?
26. Are received items from dispatch or suppliers handled and stored properly, without obstructing operations or being visible to customers?
28. Are the trash bins in the store not overflowing?
29. Is the backroom neat, tidy, and well-organized?
 - Is the backroom cleaned once a week?
 - Are expired food or drink not being left unattended?
30. Are the front entrance glass display shelves and logo signage clean, well-maintained, and free from defects?



Full checklist attached as a reference poster for every store.

| OWNDAYS 30 Standards

I Purpose

- Guide managers in briefing staff using the **30-point standards checklist** (scored 0–3 per question) to **raise the overall service standard** of the store
- To provide an **extraordinary customer experience** to every customer
- If these standards are not met, **our brand image will be affected**

| Customer Service — Q1–Q3

Checklist Items

- Q1. Are all staff taking action to improve NPS?
- Q2. Are all staff serving customers with a smile?
- Q3. Is the first approach being made to all customers?

What To Look For

- Greet customers **on entry and on the way out** — step out from behind the counter to see them off
- **Warmth and eye contact** matter as much as speed of service
- No customer should browse unapproached — approach **promptly but naturally**

| Customer Service (2/2) — Q4–Q6

Checklist Items

- Q4. Are customers being kept waiting too long?
- Q5. How did the staff utilize their idle time?
- Q6. Any 5+ minute gaps with no staff on the sales floor?

What To Look For

- **Monitor queue and wait times**; acknowledge waiting customers proactively
- Idle time means **restocking, tidying or prepping** — never standing around
- Always **ensure floor coverage**; coordinate breaks and backroom trips

I Cleanliness ($\frac{1}{2}$) — Q7–Q11

Checklist Items

- Q7. Is the sales floor clean and free of obstructions?
- Q8. Are all customer-visible areas organized? (reception/cleaning area, cashier, refraction room, waiting area, edging room)
- Q9. Are display products cleaned at least once daily?
- Q10. Are customer-use items free of fingerprints, dust and dirt? (tablets, mirrors, trial lenses, frames)
- Q11. Are personal belongings kept out of customers' view?

What To Look For

- **Assign daily cleaning zones** to staff so nothing gets missed
- **Tidy up the counter** once there is free time

I Cleanliness (2/2) — Q12–Q16

Checklist Items

- Q12. Are dispatch/supplier items stored properly, without obstructing operations or being visible to customers?
- Q13. Are all machines clean and well-maintained?
- Q14. Are trash bins kept from overflowing?
- Q15. Is the backroom neat, clean and organized? (cleaned weekly; expired food disposed; food/drinks in designated storage)
- Q16. Is the front entrance, display shelves and signage clean and defect-free?

What To Look For

- **Backroom standards matter as much as front-of-house** — both reflect on the brand
- Keep **all boxes out of customer sight** once they arrive

| Product & Supply Management — Q17–Q20

Checklist Items

- Q17. Are stocked frames organized by model?
- Q18. Are there fewer than five frames without RFID tags?
- Q19. Are lost lenses properly recorded and retained for no longer than one month?
- Q20. Are sufficient consumables and supplies available? (service cases, tote bags, contact lens solution, receipt paper, tissues)

What To Look For

- **Do regular stock checks** and log lost items immediately to stay within the 1-month limit

I Staff Appearance — Q21–Q22

Checklist Items

- Q21. Are all staff uniforms clean, and is each staff member properly groomed?
- Q22. Are all staff members wearing OWNDAYS glasses?

What To Look For

- Wearing OWNDAYS glasses is **compulsory while on duty**
- Make appearance checks **part of the daily opening routine**, not just audit days

| VMD & Store Presentation (1/2) — Q23–Q25

Checklist Items

- Q23. Are all fixtures well-maintained and free from defects?
- Q24. Are all display frames neatly aligned?
- Q25. Are the displays arranged according to VMD guidelines, with sufficient stock for the Open Price Point and C-Rank displays?

What To Look For

- Refer to the **VMD Guidelines document** for exact layout standards

VMD & Store Presentation (2/2) — Q26–Q28

Checklist Items

- Q26. Are there no more than two empty frame slots per showcase?
- Q27. Are all displayed POP materials and display equipment in good condition? (no defects, acrylics undamaged, photochromic lights charged and working)
- Q28. Are collaboration/tie-up displays set up per the display instruction manual?

What To Look For

- Check **frame slots** every time after a busy period, and when the store opens
- Update **VMD group pictures** to the LINE group

I Store Operations — Q29–Q30

Checklist Items

- Q29. Do all staff working that day understand the day's Kakuhen plan? (station assignments, daily tasks, individual/store sales targets)
- Q30. Are all required daily tasks being completed?

What To Look For

- Cover the **Kakuhen plan clearly at shift start** so everyone knows their role and targets

| Key Takeaways for Managers

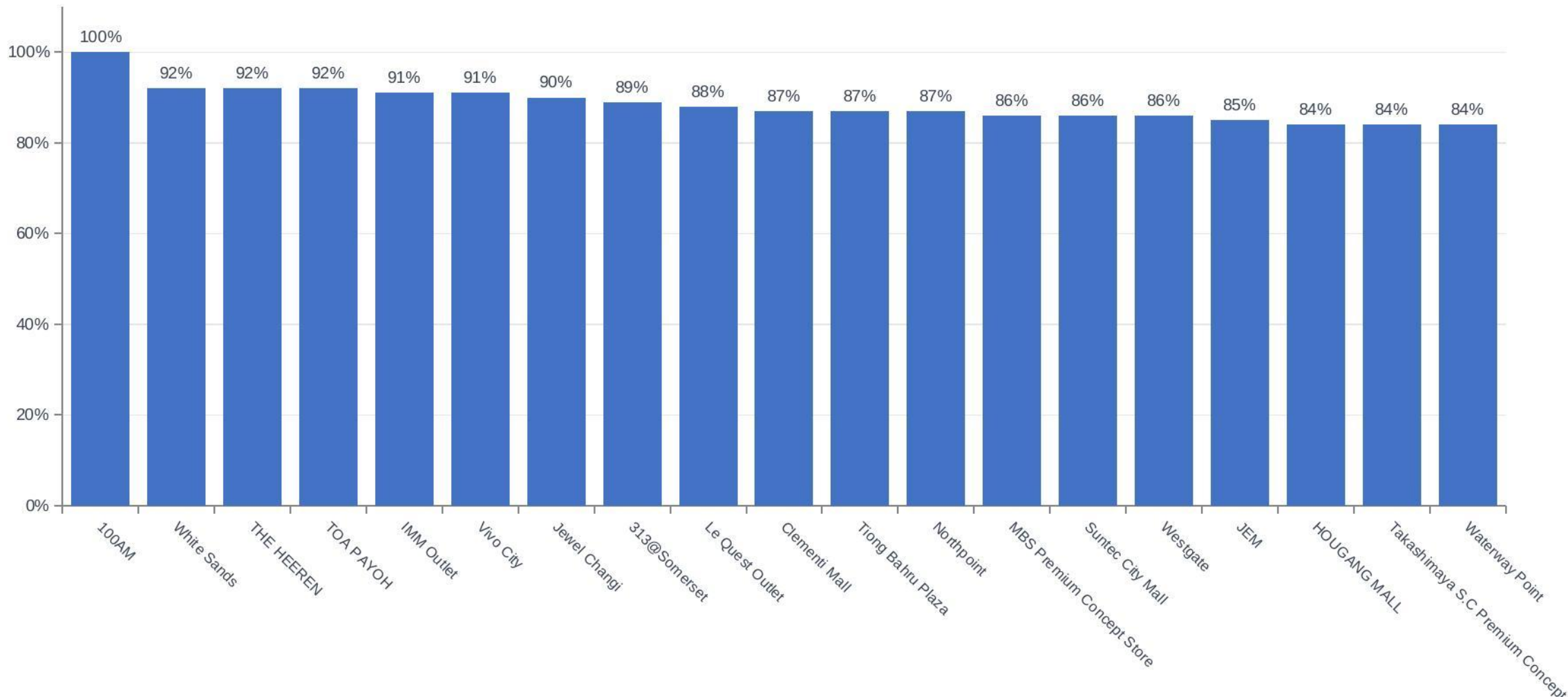
Key Takeaways

- **Brief staff daily**, not just before audits — consistency drives NPS and audit scores
- **Assign clear zone/task ownership** for cleanliness and stock checks
- **Maintain floor coverage** and check appearance/uniform compliance every morning
- **Review VMD and display standards weekly** against the guidelines
- Use this checklist as a **coaching tool**, not just a scoring form

| This Month's Focus

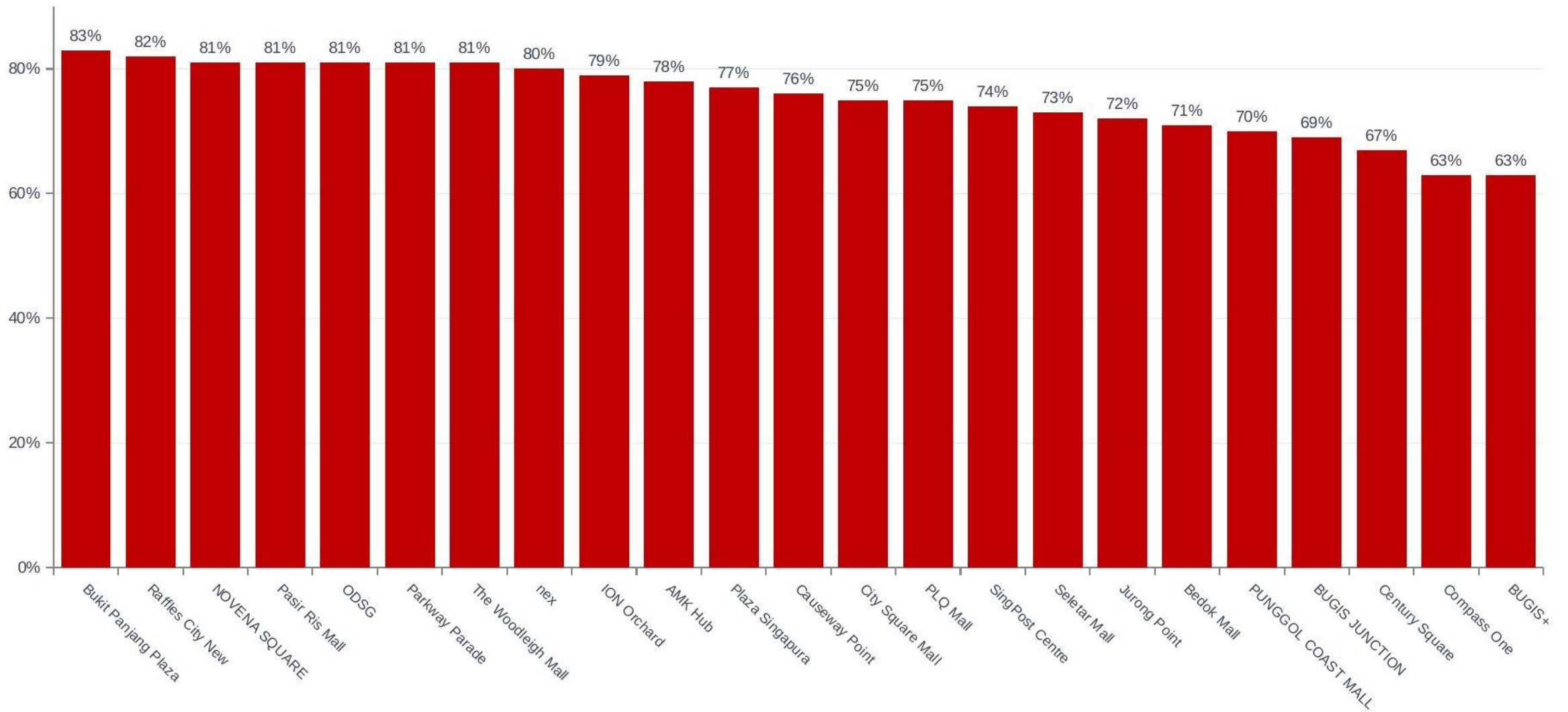
NPS more than 84%

Outlets ranked by Net Promoter Score (NPS)



NPS less than 84%

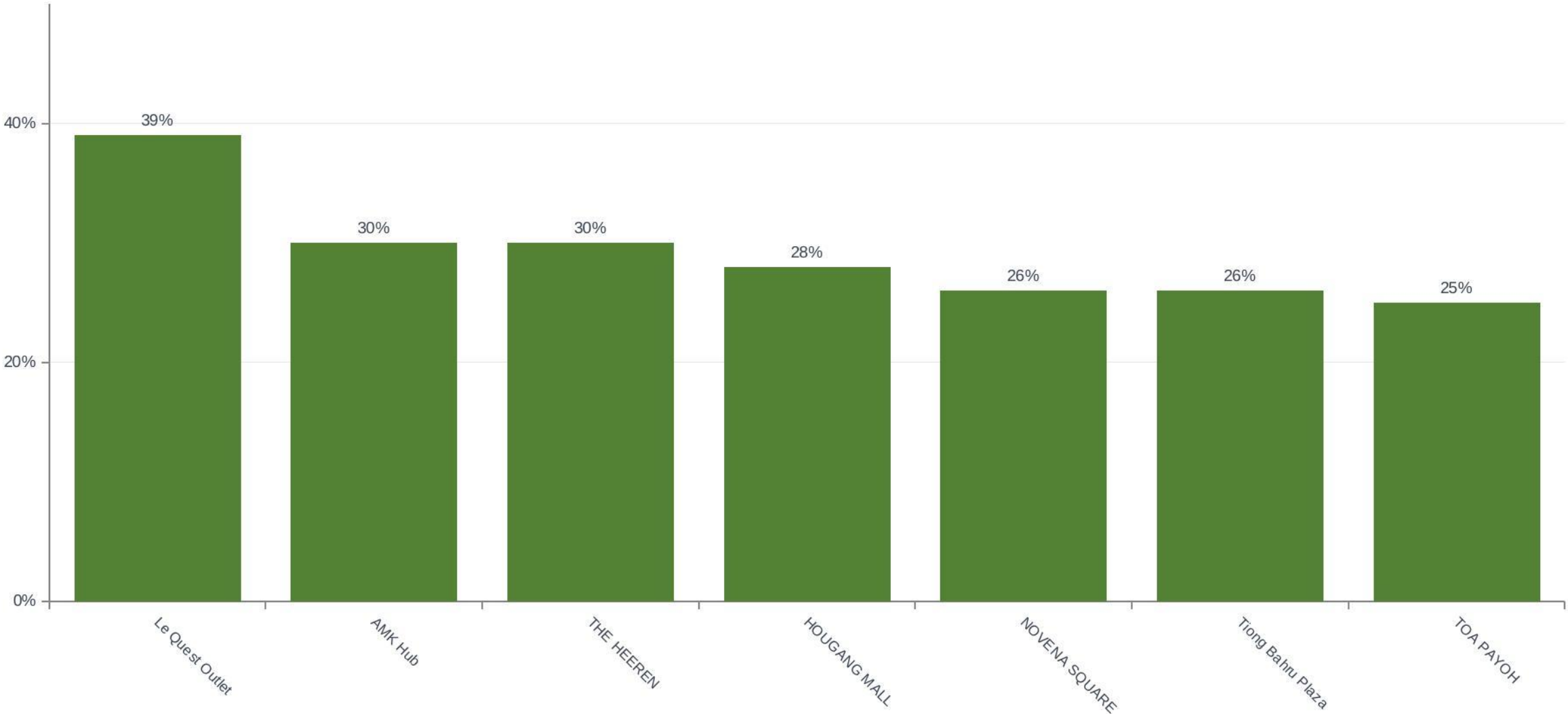
Outlets ranked by Net Promoter Score (NPS)



Response Rate more than 25%

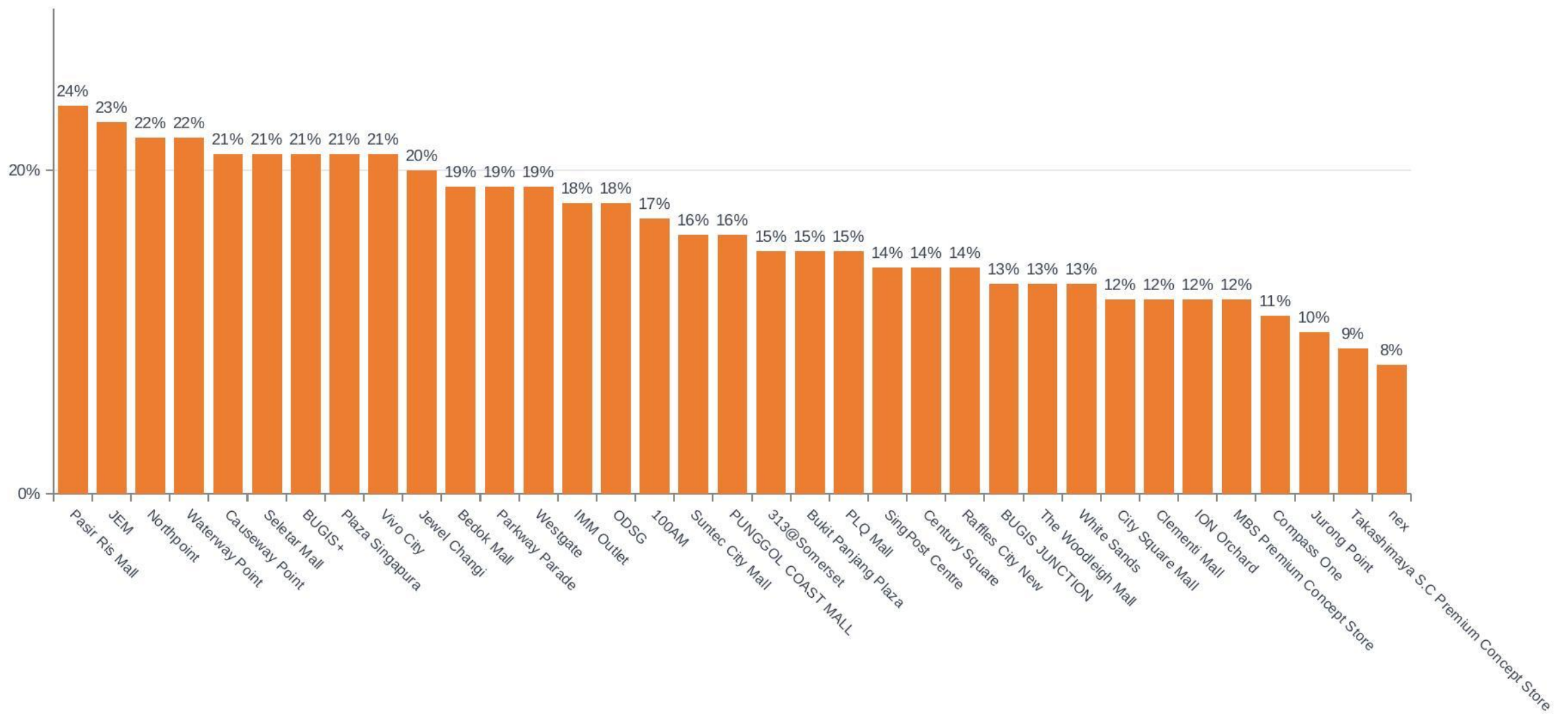


Outlets ranked by Response Rate (RR)



Response Rate less than 25%

Outlets ranked by Response Rate (RR)



NPS – Key Takeaways

Date	Store	Customer ID		Remarks
1-Jul	Westgate	21877721	-	2
3-Jul	ION Orchard	14065873	-	2 , Overall , Waiting time , Eyecheck was rushed , Waiting time
4-Jul	Takashimaya S.C Premium	3384088	-	6 , Pick up/Collection , Waiting time , No issues , No issues
4-Jul	Causeway Point	24609728	-	3 , Staff experience , Staff attitude , No issues
5-Jul	Century Square	13391099	-	6 , Eye check , Eye check was rushed , No one attended to me
10-Jul	Causeway Point	22123493	-	5 , Overall , Staff attitude , Eyecheck was rushed , Staff attitude
10-Jul	AMK Hub	11851382	-	1 (Least) , Staff experience , Staff attitude , No issues
13-Jul	Century Square	24033067	-	1 (Least) , Staff experience , Staff attitude , No issues
17-Jul	NOVENA SQUARE	24669043	-	1 (Least) , Staff experience , Recommendations , No issues
19-Jul	Century Square	21354126	-	1 (Least) , Staff experience , Staff attitude , No issues
19-Jul	Causeway Point	24680608	-	5 , Staff experience , Staff attitude , Staff attitude
23-Jul	Bedok Mall	14924231	-	6 , Staff experience , Staff attitude , No issues
23-Jul	Compass One	20922712	-	6 , Staff experience , Staff attitude , No issues
25-Jul	BUGIS JUNCTION	24707343	-	4 , Pick up/Collection , Collection was given , No issues , No issues
29-Jul	BUGIS +	23187252	-	3 , Staff experience , Not informed of offers , No advice given
31-Jul	Century Square	11559063	-	7 , Eye check , Staff attitude , No issues

How to Improve Customer Satisfaction



1. Warm Greeting

- Eye contact / Nods
- Proactive welcoming
- Acknowledge every customer



2. Smile & Body Language

- Positive body language
- Friendly smile
- Active Listening



3. Waiting Time

- Provide regular updates
- Teamwork (Share customer info among team members)
- Thank customers for their patience

Focus Areas – This Month

- SKU coverage / \$98 & \$118 price point: 98/118 to be achieved by 16 Aug 2026 (60–80 unique SKUs)
- **Key focus metrics:**
 - NPS
 - Orders – currently declining year-on-year
 - ATV – to drive sales improvement
- Full NPS & Response Rate results, Store Performance Dashboard: see following slides
- **Budget Creation (Trevor):**
 - Country growth based on: Investment, Initiative
 - Store level based on: last year performance, trendline average, UTD performance
- **Housekeeping:**
 - Collect feedback via the meeting feedback form

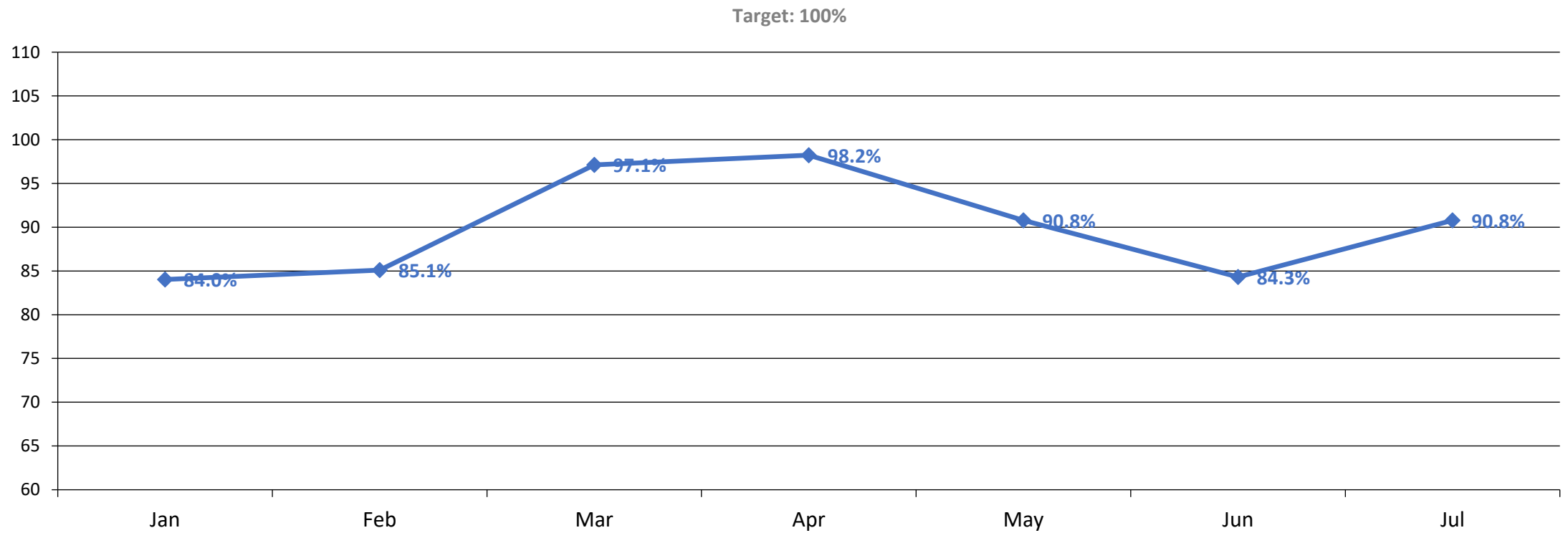
| **Store Performance Dashboard**

Company KPI Summary — Jul 2026

Metric	Jul 2026	Comment
Budget Achievement	90.8%	\$6.46M vs \$7.12M budget
Sales	\$6.46M	2.8% YoY
Orders	27,434	-9.9% YoY – declining
Footfall	122,455	-9.4% YoY
ATV	\$248.07	24.3% YoY – above target (\$227.95)
CR%	21.2%	-2.1pt YoY – below target (23.3%)
NPS	81%	Network average
PAL CR%	37.6%	
SV Upgrade	56.9%	

Network-wide, 41 stores. Full KPI breakdown (18 metrics, area/store-level, weekly view) available in the interactive dashboard.

Budget Achievement — Trend (Jan–Jul 2026)



Leaderboard — Budget Achievement (Jul 2026)

TOP 10

Store	Area	Budget Ach.
Pasir Ris Mall	Focal	124.9%
RAFFLES CITY	West	109.0%
Causeway Point	West	108.7%
PUNGGOL COAST MALL	North East	104.8%
OWNDAYS SUNTEC CITY MALL	Central	103.7%
OWNDAYS Northpoint	Central	103.3%
OWNDAYS IMM OUTLET	West	102.8%
TOA PAYOH	Focal	101.6%
Takashimaya S.C Premium Concept Store	Central	101.0%
Le Quest Outlet	West	100.6%

BOTTOM 10

Store	Area	Budget Ach.
OWNDAYS Marina Bay Sands	Focal	69.9%
Hougang Mall	North East	70.2%
JEM	West	70.4%
OWNDAYS Compass One	North East	75.7%
OWNDAYS ION ORCHARD	Central	79.1%
OWNDAYS Seletar Mall	North East	79.3%
OWNDAYS 313@SOMERSET	Focal	80.3%
OWNDAYS PLQ Mall	Central	80.4%
OWNDAYS AMK Hub	Central	81.0%
OWNDAYS VIVO CITY	Central	81.4%

Ranked by Budget Achievement (TY Revenue ÷ Budget), all 41 stores network-wide, Jul 2026.

Flagged / Critical Stores — Jul 2026

Store	Area	Budget Ach.	Sales YoY	NPS	Reason flagged
OWNDAYS 313@SOMERSET	Focal	80%	-12.9%	89%	Budget 80%; Sales YoY -12.9%
OWNDAYS NEX	North East	87%	-10.9%	80%	Budget 87%; Sales YoY -10.9%
OWNDAYS BUGIS+	Focal	93%	+3.4%	63%	NPS 63%
OWNDAYS ION ORCHARD	Central	79%	-17.5%	79%	Budget 79%; Sales YoY -17.5%
OWNDAYS WHITE SANDS	Focal	83%	-11.6%	92%	Budget 83%; Sales YoY -11.6%
OWNDAYS VIVO CITY	Central	81%	-13.6%	91%	Budget 81%; Sales YoY -13.6%
OWNDAYS Compass One	North East	76%	-24.4%	63%	Budget 76%; Sales YoY -24.4%; NPS 63%
OWNDAYS SingPost Centre	Central	83%	-12.2%	74%	Budget 83%; Sales YoY -12.2%
OWNDAYS Seletar Mall	North East	79%	-15.5%	73%	Budget 79%; Sales YoY -15.5%
OWNDAYS AMK Hub	Central	81%	-12.2%	78%	Budget 81%; Sales YoY -12.2%
OWNDAYS Century Square	North East	82%	-18.5%	67%	Budget 82%; Sales YoY -18.5%; NPS 67%
OWNDAYS PLQ Mall	Central	80%	-11.9%	75%	Budget 80%; Sales YoY -11.9%
OWNDAYS Parkway Parade	North East	84%	-12.3%	81%	Budget 84%; Sales YoY -12.3%
OWNDAYS Marina Bay Sands	Focal	70%	-26.6%	86%	Budget 70%; Sales YoY -26.6%
BUGIS JUNCTION	Focal	85%	-14.2%	69%	Budget 85%; Sales YoY -14.2%; NPS 69%
JEM	West	70%	-12.1%	85%	Budget 70%; Sales YoY -12.1%
Hougang Mall	North East	70%	—	84%	Budget 70%

17 stores flagged critical (shown above) + 11 additional stores on watch list. Full interactive dashboard: [OWNDAYS_Store_Performance_Dashboard.html](#)

| EC Order Handling

Collected 2026/07/25 21:21

History

Reception

Eye test

Cashier

Edging

Collection

2026/07/25 14:57

2026/07/25 21:21

2026/07/25 21:21



Karte No. Purchase date Collection date

2026-07-25

2026-07-25

Edit Karte

Notify history

Warranty details

Lens Replacement

Eye test

Far

ONLY FOR FAR, CANNOT BE USED FOR NEAR WORK.

Prescribed Prescription

Best Corrected Prescription

Current prescription

PD

S

C

AX

ADD

HT

Corridor

VA

R

L

Customer frame

Agreement for LR

Waiting for payment

Single Vision

SGLK FSV160 HMC 2300083230218

Waiting for payment

Lens Replacement

S\$ 98

2300123180213

Select lenses

Collected 2026/07/12 16:52 History

Cashier

2026/07/04 20:54

2026/07/11 11:52

2026/07/12 16:52

Karte No. 2026-07-04 2026-07-12 Edit Karte Notify history 1 Warranty details

Lens Replacement Eye test PAL

LENS49-ROREO2HE Cx wants fitting Height higher as to push glasses to see pC as requested.

Prescribed Prescription Best Corrected Prescription Current prescription

PD S C AX ADD HT Corridor VA

Payment completed Purchase History

Payment completed その他 SG Lens Replacement- Agreement for LR



Payment completed R SG PPR160HMC SG Lens Replacement L SG PPR160HMC SG Lens Replacement

 ODSG FSV160 PC420 HCMB \$150
2300057260111 -\$98 \$52
LR 100% Voucher -\$98 2

Tote Bag

Scan barcode to add item to karte Scan

1 LENS49-XXXXX Voucher code on Prescribed Prescription

2 Need to POS out

3 Discount code: LR 100%IF EC

Unpaid Items

Scan barcode

Add

Scan



ODSG FSV160 PC420 HCMB

2300057260111

LR 100% Voucher -\$98



\$150

-\$98

\$52

2



Tote Bag



Scan barcode to add item to karte

Scan

OWNDAYS
52

Subtotal

Discount

LR 50%

-\$49

Points

Points Used

-\$0

Total Amount

3



Select Membership



Proceed to Payment

Discount code: LR 50% if walk in >

EC Order Handling – Process Update

- **EC lens ordering**
 - Stores will begin ordering EC lens themselves
 - Lab will not order and replenish to the stores

| Lens Ordering & Delivery

Agenda



- ❖ Lens delivery lead time
- ❖ Lens ordering procedure (reinforce)
- ❖ Lens order mix
- ❖ TOKAI portal Japan lens ordering for (+) power
- ❖ Contact lens July achievement
- ❖ Contact lens Aug projection

TOKAI Lens Fulfilment Dashboard

Delivery time (TAT) = Delivery Date – Receive Date, per lens line · order_inquiry.csv (cleaned)

2,000 orders · 2026-06-01 to 2026-07-31

Total orders 2,000 Across 9 weeks / 2 months / 42 stores	Overall avg. delivery 4.8 days Receive Date → Delivery Date	Fastest delivery 4 days Best case in dataset	Slowest delivery 15 days Worst case in dataset
Unique lens products 12 Distinct Lens R / Lens L values	Date range 60 days 2026-06-01 – 2026-07-31	Delivered in > 5 days 0.2 % 4 of 2,000 lines	Delivered in > 10 days 0.2 % 4 of 2,000 lines

Average delivery time by lens product

Summary across all orders in the file, ranked slowest to fastest

#	LENS PRODUCT	AVG. DELIVERY TIME	ORDERS	FASTEST	SLOWEST
1	OD 1.70 DPAL	 5.1d	39	4d	15d
2	OD 1.60 AS	 5.0d	1,005	5d	5d
3	OD 1.67 AS	 5.0d	508	5d	5d
4	OD BL1.67 DAS	 5.0d	21	5d	5d
5	OD BL1.60 DAS	 5.0d	5	5d	5d
6	OD 1.67 DAS	 5.0d	3	5d	5d
7	OD 1.60 DAS	 5.0d	2	5d	5d
8	OD BL1.60 ASSIST	 4.0d	141	4d	4d
9	OD BL1.67 ASSIST	 4.0d	97	4d	4d
10	OD BL1.60 DPAL	 4.0d	92	4d	4d
11	OD BL1.67 DPAL	 4.0d	53	4d	4d
12	OD 1.60 DPAL	 4.0d	34	4d	4d

Lenskart RX Lens Delivery Dashboard

Delivery time (TAT) = SO Delivery Date – Order Receive Date, per lens line · SGRX Status export (cleaned) 1,803 orders · 2026-06-08 to 2026-07-30

Total orders 1,803 Across 8 weeks / 2 months	Overall avg. delivery 6.1 days Order Receive → SO Delivery	Fastest delivery 3 days Best case in dataset	Slowest delivery 22 days Worst case in dataset
Unique lens products 20 Distinct Owndays product names	Date range 53 days 2026-06-08 – 2026-07-30	Delivered in > 7 days 16.6 % 300 of 1,803 lines	Delivered in > 10 days 1.6 % 29 of 1,803 lines

Weekly view

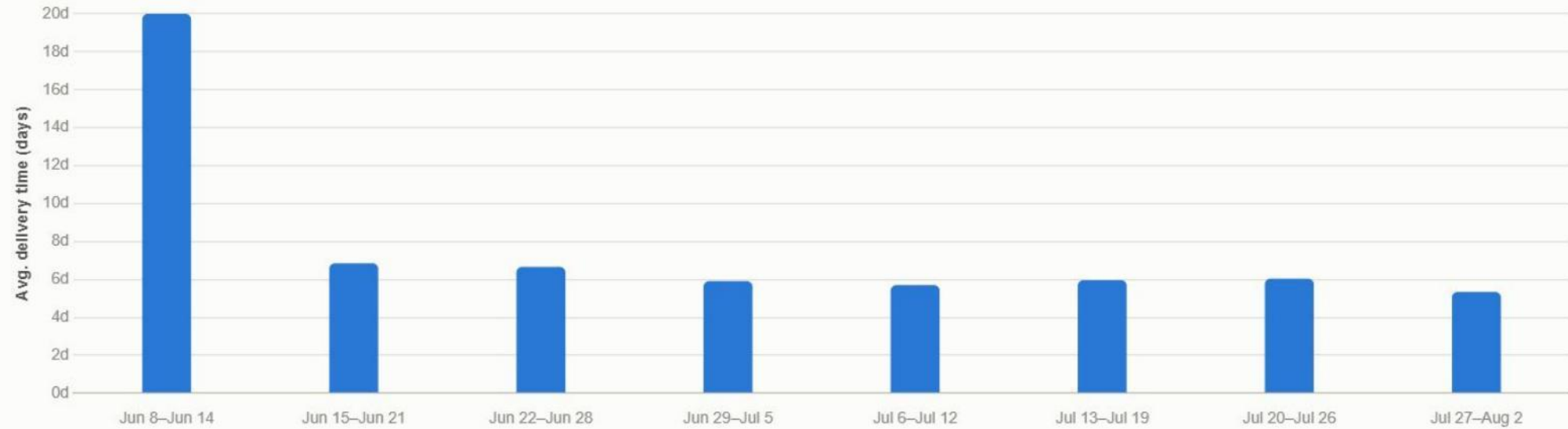
Monthly view

Product view

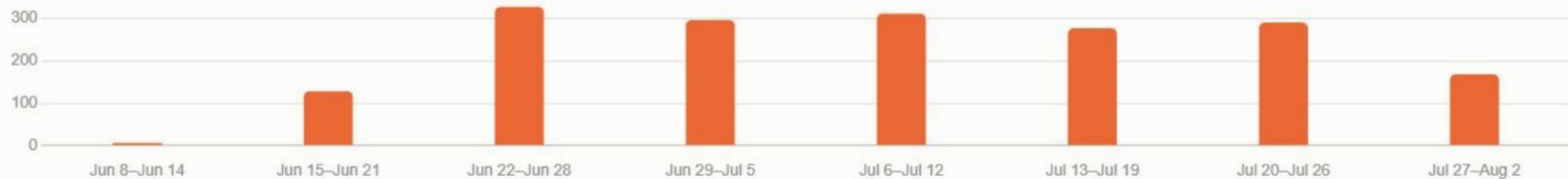
Hide data table

Average delivery time and order volume grouped by receive-date week (Mon–Sun).

■ Avg. delivery time (days) ■ Order volume



Order volume



WEEK	AVG. DELIVERY TIME	ORDERS	FASTEST	SLOWEST
Jun 8–Jun 14	20.0d	6	16d	22d
Jun 15–Jun 21	6.9d	128	5d	11d
Jun 22–Jun 28	6.7d	327	5d	14d
Jun 29–Jul 5	5.9d	296	4d	10d
Jul 6–Jul 12	5.7d	311	3d	12d
Jul 13–Jul 19	6.0d	277	4d	12d
Jul 20–Jul 26	6.0d	290	3d	13d
Jul 27–Aug 2	5.3d	168	3d	7d



- Especially – 1.6/1.67 Enhance, Prestige, Enhance ESL, Prestige ESL, 1.6/1.67 PC420 Stock & Rx

1. LK will always be the top priority for lens selection
2. Select LK if LK is available
3. In the event LK is not available, then move down in the vendor priority in sequence

Key KPIs Trends												
1st Layer	2025-10-01	2025-11-01	2025-12-01	2026-01-01	2026-02-01	2026-03-01	2026-04-01	2026-05-01	2026-06-01	2026-07-01	2026-08-01	Total
MADE IN JAPAN		56	60	832	1,269	1,718	1,172	1,630	1,795	1,598	209	10,339
OWNDAYS	37,284	37,247	48,675	40,719	34,952	37,120	34,315	37,106	33,985	35,594	3,877	380,874
ZEISS						92	267	179	81	133	8	760
Total	37,284	37,292	48,730	41,501	36,122	38,816	35,666	38,807	35,758	37,225	4,068	391,269

- **For any vision warranty**
ASP BLU+ change to DAS BLU+

E.g If customer purchased 1.76/1.74 ASP BLU+ 6 months ago and need to claim warranty (W3) due to natural increase in vision or (W5) due to mishandling, we will provide customer a free upgrade to 1.74 DAS BLU+ due to 1.76 ASP is out of stock.

(+)VE POWERED LENSES

SPH: +1.00 to +4.00

CYL: up to -1.00

AVAILABLE IN STOCK 1.67

Contact lens sales (July achievement)



July 2026									
		Current period	Promo				Target	Projection	Achieved
July 2026		01 to 31				J&J	\$ 170,000.00	\$ 178,425.00	\$ 178,425.00
39	PSPD days	39				OWNDAYS	\$ 230,000.00	\$ 215,318.00	\$ 215,318.00
Blance days	SALES			Projected landing					
0	J&J sales	\$ 178,425.00		\$ 178,425.00			\$ 400,000.00	\$ 393,743.00	\$ 393,743.00
	OWNDAYS sales	\$ 215,318.00		\$ 215,318.00			Projection Var	-\$ 6,257.00	
	J&J PSPD	\$ 4,575.00	0				AchievementVar	-\$ 6,257.00	
	OWNDAYS PSPD	\$ 5,520.97	0				Bal sales PSPD	#DIV/0!	
				Projected landing			Var PSPD	#DIV/0!	
	Sales	\$ 393,743.00	\$ -	\$ 393,743.00			VAR per store	#DIV/0!	
	PSPD sales	\$ 10,095.97	0	\$ 10,095.97			Projected Achievement	98.44%	
							Actual achievement	98.44%	
	ORDERS								
	J&J orders	876							
	OWNDAYS orders	3328							
	J&J PSPD	22.46	0						
	OWNDAYS PSPD	85.33	0						
	Orders	4204	0						
	PSPD orders	107.79	0						

Contact lens sales (August projection)



August 2026

		Current period	Promo				Target	Projection	Achieved
August 2026		01 to 02				J&J	\$ 170,000.00	\$ 116,329.50	\$ 11,079.00
42	PSPD days	4				OWNDAYS	\$ 230,000.00	\$ 177,481.50	\$ 16,903.00
Blance days	SALES			Projected landing					
38	J&J sales	\$ 11,079.00		\$ 116,329.50			\$ 400,000.00	\$ 293,811.00	\$ 27,982.00
	OWNDAYS sales	\$ 16,903.00		\$ 177,481.50			Projection Var	-\$ 106,189.00	
	J&J PSPD	\$ 2,769.75	0				AchievementVar	-\$ 372,018.00	
	OWNDAYS PSPD	\$ 4,225.75	0				Bal sales PSPD	\$ 9,790.95	
				Projected landing			Var PSPD	\$ 9,790.95	
	Sales	\$ 27,982.00	\$ -	\$ 293,811.00			VAR per store	\$ 543.94	
	PSPD sales	\$ 6,995.50	0	\$ 6,995.50			Projected Achievement	73.45%	
							Actual achievement	7.00%	
	ORDERS								
	J&J orders	49							
	OWNDAYS orders	246							
	J&J PSPD	12.25	0						
	OWNDAYS PSPD	61.50	0						
	Orders	295	0						
	PSPD orders	73.75	0						

Lens – RX Order Routing to Lab (Troubleshooting)

- Issue: LK RX lens orders are sometimes sent to the shop instead of the Lab
- **If this happens:**
 - Take a photo of the job sheet to help identify the issue
 - Check whether it is labelled HQ-[ShopName]-000000 and still routed to the shop, or if the HQ code is not reflected on the lab paper at all
 - First verify on our own side that the order was keyed in correctly

| **Store Incentive Scheme**

Incentive % by Budget Achievement Tier



Incentive starts from 97% budget achievement and scales up by tier

Tier	Budget Achievement	Total Incentive % (of sales achieved)	Base Incentive (75%)	KPI Incentive (25%)	Quarterly Incentive % (of sales achieved)
Tier 1	97%	1.25%	75% of total incentive of tier	25% of total incentive of tier	—
Tier 2	100%	3.00%			0.75%
Tier 3	105%	4.00%			1.00%
Tier 4	110%	5.50%			1.40%

Minimum sales base OR budget — whichever is higher — applies to both Monthly and Quarterly Incentive (for certain stores).

Base Incentive & KPI Incentive



Base Incentive + KPI Incentive = Monthly Incentive

Monthly Incentive eligibility: Attendance must be 85% and above

Base Incentive

75% of Monthly Incentive

KPI Incentive

25% of Monthly Incentive

Description	Target	Weightage
CR	Individual store target	50%
NPS	84%	25%
Complaint	< 0.09%	25%

Role Weightage

The incentive pool is split by role weightage, recognizing responsibility



Rationale

The weightage model recognises different levels of responsibility while maintaining balance across the team.

SM without an ASM receives a slightly higher share, as they carry the full management responsibility alone.

Worked Example



Store with 3 Staff, 1 ASM, and 1 SM — incentive pool of \$1,000

Total Weightage

5.45

Unit Value (\$1,000 ÷ 5.45)

\$183.49

Total Pool

\$1,000.00

Role	Weightage	Payout
Staff 1	1.00	\$183.49
Staff 2	1.00	\$183.49
Staff 3	1.00	\$183.49
ASM	1.15	\$211.01
SM	1.30	\$238.53
Total	5.45	\$1,000.00

Note

Refer to staff. Payout is based on each staff member's individual contribution. This example reflects the Base Incentive pool split only.

Quarterly Incentive & Key Eligibility Rules

The bonus layer and the conditions that gate every payout

Quarterly Incentive

Description	Condition	Payout
Attendance	Attendance: Average 75% for 3 months	Share the incentive equally among all eligible staff

Qualification → 3-month average $\geq 100\%$.

Payout → Only the individual months that hit $\geq 100\%$ receive the incentive.

| Marketing & Activations

August Calendar

OWN DAYS

	1 Aug	8 Aug	15 Aug	22 Aug
Brand Campaign	OWN "our" DAYS			
Product Launch	[1 Aug] JUNNI		[10 Aug] PomPompurin	
Promotions	[1-15 Aug] 6161 - \$61 on 1st pair, 61% off 2nd pair			
Offline	6161 Flyers: Free Lens cleaner when flyer is presented Link to T&Cs		[16 Aug] WWP Family Day - Kids corner opening	

61 | 61: Celebrating Singapore's 61st Birthday!

1st pair at \$61, 2nd pair at 61% off

Terms & Conditions:

- Offer is valid from 1 to 15 August 2026 only.
- Both pairs of spectacles must be purchased with optional lenses.
 - Offer is not applicable for DITA Lancier collection and HUAWEI Eyewear collection.
 - Offer is not applicable for purchases with Myopia Control 3.0, Transitions, UTC, ZEISS and index 1.74 lenses.
- 1st pair at \$61 is applicable to frames worth up to \$198, and excludes the price of optional lens.
 - Customers may top up the difference if purchasing frames above \$198
- 61% off 2nd pair (frame + lens) is applicable to the lower priced item.
- Offer is valid for in-store purchase only.
- Both pairs have to be purchased within the same day.
- Offer is valid for combined purchase for two wearers.
- Offer cannot be used in conjunction with other promotions or discounts.
- Offer is not exchangeable for cash or other products.
- OWNDAYS reserves the right to amend the offer and the terms and conditions without prior notice.
- Full T&Cs [here](#)

Gift With Purchase: Lens Cleaner

- For customers who flash the flyer upon purchase in store (see reference)
- Redemption of GWP applicable for any purchase, i.e. separate from the 6161 2-pair promotion



OWNDAYS

61 | 61

Happy 61st Birthday, Singapore!

1ST PAIR

\$61

2ND PAIR

61% OFF

Valid for purchase with optional lens only.
1st pair at \$61 is applicable for frames worth up to \$198.
Scan QR code for the full T&Cs.



Updated Digital LED Screen Creative



OWNDAYS

Happy 61st Birthday, Singapore!

1ST PAIR

\$61

2ND PAIR

61% OFF

Flash this flyer for a **free gift with purchase** in store.
Promotion valid 1 - 15 August only.

*Both pairs must be purchased with optional lenses. T&Cs apply.

Reference of flyer that will be distributed to HDB flats in AMK, TPY, Bedok, Queenstown, Bukit Merah

National Day Promotion

- **Promotion Pitch**

- "Welcome to OWNDAYS! We're celebrating National Day — get your first frame at \$61 (up to \$198 range) and your 2nd pair at 61% off. Both pairs require a lens upgrade."

Cortis Acuvue Collaboration

Campaign Dates: 17 Aug – 21 December

GWP Mechanism

Buy 4 boxes of ACUVUE MAX-F/OID-F/Define and receive one exclusive CORTIS photocard set

In-store Execution

- **Display campaign materials (Cortis life size standee OR A1 poster + A4 tent card) – mandatory until 21 Dec or whilst till GWP runs out**
- Promote the offer actively to customers
- Staff to highlight: Buy 4 boxes of O1D-F/MAX-F/Define → get one exclusive photocard set

Additional Visual Merchandising at selected stores (to be sent by 17 Aug)

- OWNDAYS Suntec City
- OWNDAYS 313

Participating Stores: OWNDAYS Century Square, OWNDAYS Jurong Point, OWNDAYS Westgate, OWNDAYS 313@Somerset, OWNDAYS Bedok Mall, OWNDAYS Bugis Junction, OWNDAYS Compass One, OWNDAYS ION, Orchard, OWNDAYS Jewel Changi, OWNDAYS NEX, OWNDAYS Northpoint City, OWNDAYS Raffles City, OWNDAYS Suntec City, OWNDAYS Vivo City, OWNDAYS Causeway Point, OWNDAYS Takashimaya, OWNDAYS Waterway Point, OWNDAYS MBS

All Participating stores should receive:

- GWP
- Life size Standee
- A4 Tent Card

QP00467_ACUVUE Oasis 1-Day CORTIS Campaign_Standee
Size: 915W x 1700H mm



OWNDAYS FAMILY DAY – Waterway Point



Proposed Date: Sunday, 16 August 2026

Proposed Duration: 11:00 AM – 4:00 PM

Location: OWNDAYS Waterway Point

Activities

1. Kids Dream Glasses (Colour and design their dream pair of glasses)

- Time: 11AM onwards
- Complete your artwork, post it on Instagram Stories and tag @owndays_sg
- Redeem a FREE balloon sculpture and OD temporary tattoo sticker (while stocks last)

1. Eye Spy Challenge

- Circle and find all 5 hidden pairs of glasses on the poster to win a prize. (A4 size)
- Time: 11AM onwards (while stocks last)
- Receive a \$20 OFF (non-stackable) + Balloon sculpture

1. Myopia Control Talk

- Time: 2:00 PM (15mins)
- Capacity: Up to 15 pax
- Receive a \$20 OFF voucher (non-stackable) upon attendance

1. Lucky Draw

- Purchase a minimum of \$100 in a single receipt* from 1 August – 16 August 3PM to stand a chance to winning iPad, dehumidifier. Only for purchases at WWP OWNDAYS*
- Lucky draw winner announcement: 16 August 3.30PM, at Waterway Point outlet

11AM: Start of activities

- popcorn station + balloon sculpture + eye spy challenge + kids dream glasses

2-2.15PM: Myopia Control Talk by Derek

3PM: Lucky draw closes

3.30-4PM: Lucky draw winner announcement

Other Activities:

Free Popcorn Station, Balloon Sculpture

- 11AM – 3PM

Vision Check Station:

Can your child read the activity chart clearly? A quick vision screening using an eye chart to help parents identify potential signs of myopia.

- Stand a distance away
- Cover 1 eye
- Try to read each line

LUCKY DRAW AT WATERWAY POINT 16 AUGUST AT 3.30PM



Mechanics:

- To participate in Lucky Draw, customers must complete and **submit the proof of purchase and official Lucky Draw Slip** at the **OWNDAYS Waterway Point outlet** on **16 August 2026, 11AM–3PM. All entries must be submitted before 3:00 PM.** Entries submitted after this time will not be accepted.
- **2** Lucky draw winner announcement: 16 August 3.30PM, at Waterway Point outlet
- Prizes: iPad, dehumidifiers
- In determining the Qualifying Spend, the net spend will be considered and the following spending shall be excluded: – amounts paid using points (including OWNDAYS gift cards, OWNDAYS vouchers), taxes.
- Each Qualifying Spend entitles the customer to one (1) lucky draw chance.

Full Terms & Conditions:

- https://sites.google.com/d/19_q08OKXYpdWnHAEiolOlpuJfzzzYlxT/p/1flpdsf6HmA6eq6QbOjg2VOAsLGluW2sn/edit

\$30 OFF Coupon Terms and Conditions

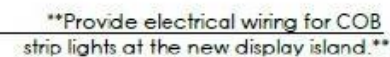


Mechanics:

For people who participated in Eye Spy, Myopia Control talk

Terms & Conditions:

- This coupon is valid for the purchase of spectacle, sunglasses, OWNDAYS PC glasses and lens replacement service only
- To enjoy this offer, the coupon must be presented before payment
- This coupon is valid for one year from the date of issue
- This coupon is valid for one time use in any OWNDAYS retail store in Singapore unless otherwise stated
This coupon is not valid for use in OWNDAYS Online store
- Only one coupon can be used per transaction
- This coupon is not exchangeable for any cash or credit and cannot be replaced if lost, damaged, defaced, stolen, expired or void
- This coupon is not for sale or resale
- This coupon cannot be used in conjunction with other discounts vouchers and/or promotions
- The management reserves the right to amend the terms and conditions without prior notice



Waterway Point
Scale : 1:75

Digital Display at WWP

Family Day!

SUNDAY, 16 AUG
11AM - 4PM

FUN ACTIVITIES **FREE POPCORN** **VOUCHERS**

Simply participate in any of our games and activities, and **redeem freebies and gift vouchers!**

Myopia Control Talk

16 August, 2PM

Learn more about
managing myopia in kids from
our eye care professional

Lucky Draw

16 August, 3.30PM

Spend min. \$100 from
now till 15 August* and
stand a chance to win
exciting prizes!



LG 26L PuriCare[®]
26L, 6-Door Dishwasher

8510

iPad

8648

*Valid for purchases at OWNDAYS Waterway Point only. Other T&Cs apply

Marketing – Additional Notes

- **Cortis Acuvue (313 & Suntec)**

- GWP is while stocks last – remove the life-size standee once stock runs out
- Standee to be displayed from 17 August
- Additional posters to go up at Suntec and 313

- **WWP Family Day (16 Aug)**

- Kids corner opening; Myopia Control Talk at 2:00–2:15 PM
- Lucky draw open to customers purchasing at WWP from now until 16 Aug
- Customers must be in-store, complete a card, and drop it in the box

| Visual Merchandising (VMD)

Visual Merchandising – Poster & Display Updates

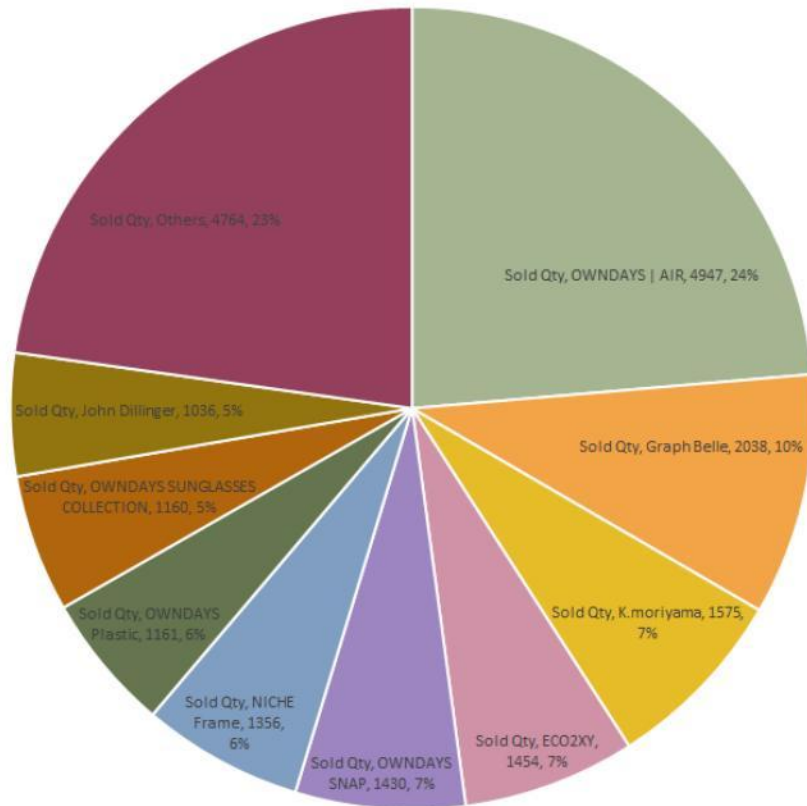
- Update all posters to the latest versions; discard all old ones
 - File with the latest posters – needs checking, to be sent separately
- **Pompompurin display starts Monday**
 - All display materials to be received by Friday
 - Follow VMD guideline for setup
 - New pompompurin collab can be used for promo after launch
- **Revamping the display**
 - Based on display capacity × brand unique SKU × sales contribution
 - Owner: VMD – due 15 Aug 2026

| Merchandise

1. Results of July 2026

1. Sales Data of July 2026 - Summary

Type	Sold Qty	Sold %	Sold Qty LY	YoY %
Frame	19380	92.6%	20592	94.1%
Sun Glasses	1541	7.4%	2559	60.2%



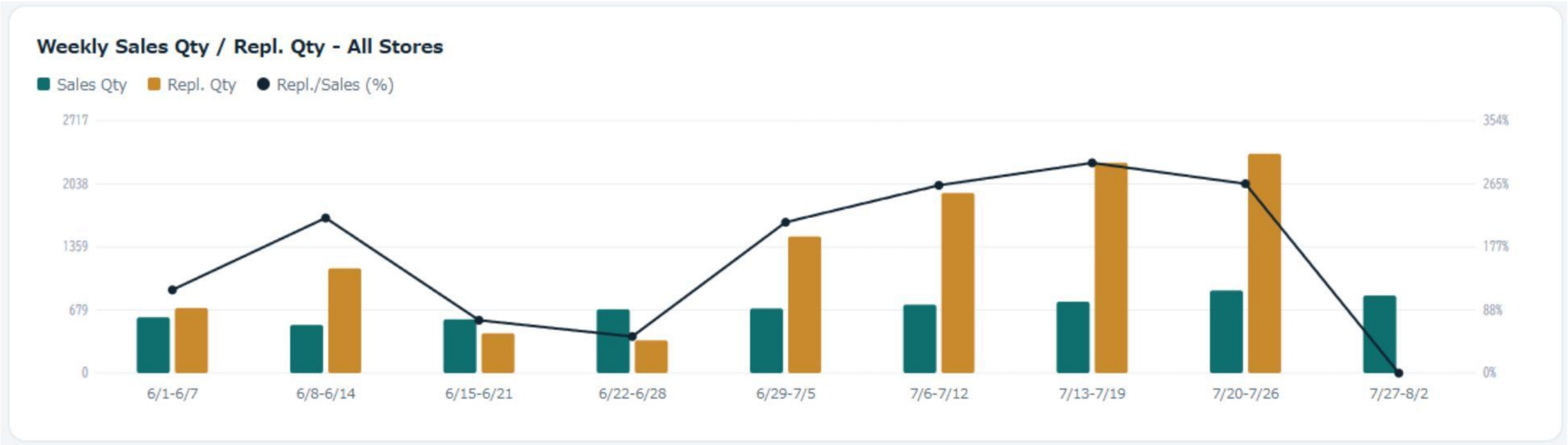
Brand	Sold Qty	Sold %	Sold Qty LY	YoY %
OWNDAYS AIR	4947	23.6%	6056	81.7%
Graph Belle	2038	9.7%	1786	114.1%
K.moriyama	1575	7.5%	721	218.4%
ECO2XY	1454	6.9%	1555	93.5%
OWNDAYS SNAP	1430	6.8%	1597	89.5%
NICHE Frame	1356	6.5%	1398	97.0%
OWNDAYS Plastic	1161	5.5%	987	117.6%
OWNDAYS SUNGLASSES COLLECTION	1160	5.5%	1899	61.1%
John Dillinger	1036	5.0%	1210	85.6%
OWNDAYS ESSENTIAL	890	4.3%	366	243.2%
FUWA CELLU	695	3.3%	792	87.8%
OWNDAYS Metal	596	2.8%	598	99.7%
JUNNI	476	2.3%	789	60.3%
Collaboration	424	2.0%	1079	39.3%
Sen-Ichi Saku	408	2.0%	489	83.4%
NICHE	341	1.6%	495	68.9%
Based	321	1.5%	262	122.5%
OWNDAYS MOVE	282	1.3%	631	44.7%
Clear Sunglasses	132	0.6%	181	72.9%
OWNDAYS SNAP Le	111	0.5%	220	50.5%
Limited Edition	63	0.3%	22	286.4%
BUTTERFLY EFFECT	9	0.0%	8	112.5%
marcus raw	8	0.0%	3	266.7%
Basic Sunglasses Collection	5	0.0%		#DIV/0!
NICHE Sunglasses	3	0.0%	7	42.9%
TOTAL	20921		23151	90.4%

1. Sales Data of July 2026 – Top Selling SKU

Rank	Model	Col	JAN	Sold Qty	Sold Qty LY	YoY %
1	OR2005-N	1A	2300101201022	184	11	1672.7%
2	ECO2019K-1A	1	2300031210712	167	219	76.3%
3	OR2029N-9S	1A	2300120201027	155	10	1550.0%
4	AU2112A-5S	3	2300035250110	152	69	220.3%
5	ECO2019K-1A	4	2300034210719	146	178	82.0%
6	ECO2013-K	3	2300018191041	144	85	169.4%
7	AU2126N-5S	1	2300017250510	127	40	317.5%
8	AU2126N-5S	2	2300018250519	118	45	262.2%
9	OR2081L-4S	1	2300059231218	110	25	440.0%
10	AU2117Q-6S	3	2300045260512	106	0	#DIV/0!
11	ECO2025K-3S	3	2300019230213	102	69	147.8%
12	SNP2018N-4S	3	2300221231114	100	1	10000.0%
13	SNP2013N-2S	1	2300122220118	100	1	10000.0%
14	ECO2019K-1A	3	2300033210710	98	54	181.5%
15	SUN8006J-2S	1	2300013220111	95	57	166.7%
16	SNP1020X-4S	1	2300222231113	93	86	108.1%
17	ECO2012-K	3	2300015191044	89	72	123.6%
18	AU2123N-5S	2	2300006250514	89	37	240.5%
19	AU2107A-4A	2	2300014241115	88	52	169.2%
20	AU2126N-5S	4	2300020250514	88	36	244.4%
21	ECO2025K-3S	2	2300018230214	86	120	71.7%
22	MV2005N-5S	1	2300025250311	84	40	210.0%
23	SNP1020X-4S	2	2300223231112	83	76	109.2%
24	OR2077N-4S	4	2300040231210	83	30	276.7%
25	FC2040N-5S	3	2300003250210	83	39	212.8%
26	ECO2013-K	1	2300057190616	81	74	109.5%
27	ECO2025K-3S	4	2300020230219	81	96	84.4%
28	AU2105A-4A	1	2300005241117	81	123	65.9%
29	AU2127N-5S	4	2300024250510	80	42	190.5%
30	SNP2018N-4S	2	2300220231115	77	1	7700.0%



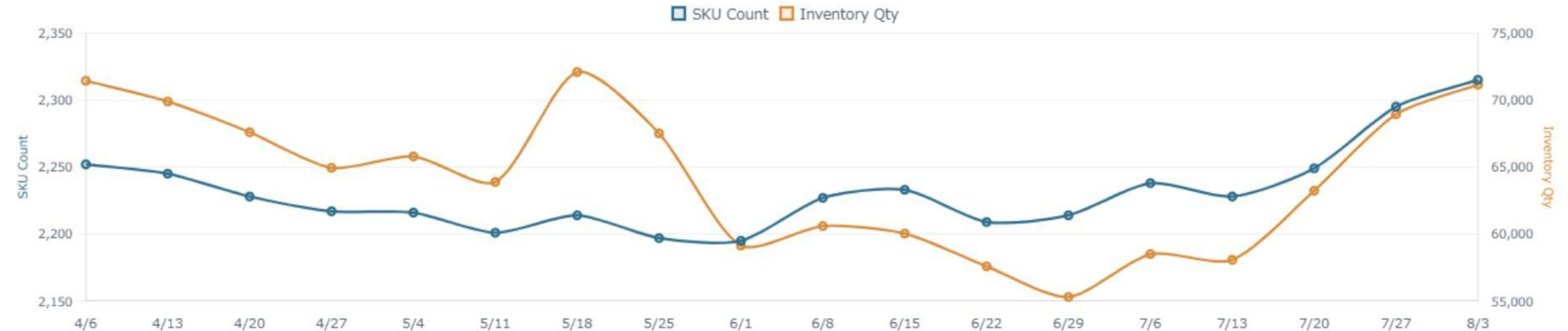
1. Results of July 2026 – Inventory Trend



1. Results of July 2026 – Inventory Trend

Company Total (All 41 SG Stores)

● SKU Count (latest week) **2,315** +20 (vs last week)
 ● Inventory Qty (latest week) **71,140** +2,202 (vs last week)



*Just for reference. Numbers may not be very accurate because of the ODN system error.

Beginning of July'26 SOH...76k

Sold Qty of July'26...21k

Replenishment in July'26...35k

Aug'26 opening inventory should be 90K

1. Results of July 2026 – Replenishment Timeline

Category	Brand	Model	Color	JAN	Nation ABC	Ave. 1M Sales Qty	Ranking	Price Point	Need 1mth to receive in SG						Stores + 444 WH		Stores Total
									SHWHSE	2026-07	2026-08	2026-09	2026-10	2026-11	444 WH	444 WH	
Frame	OWNDAYS Plastic	OR2005-N	1A	2300101201022	A	135.3	1	98	0	0	249	940	0	0	73	0	73
Frame	AIR Ultem	AU2117Q-6S	3	2300045260512	A	131.7	2	218	15	0	0	465	4056	0	89	0	89
Frame	AIR FIT	AF2009Q-6A	3	2300003270713	A	126.0	3	198	26	0	0	526	2363	0	91	0	91
Frame	AIR Ultem	AU2118Q-6S	1	2300029260514	A	97.7	4	218	4	0	0	506	1109	0	97	0	97
Frame	AIR FIT	AF2009Q-6A	4	2300004270712	A	95.0	5	198	18	0	0	370	1795	0	59	0	59
Frame	AIR Ultem	AU2127Q-6A	1	2300038260710	A	95.0	5	178	102	0	0	166	1052	0	223	235	-12
Frame	AIR Ultem	AU2105Q-6S	1	2300001260518	A	93.0	7	218	2	0	0	0	909	0	-7	0	-7
Frame	AIR FIT	AF2009Q-6A	2	2300002270714	A	90.7	8	198	3	0	0	350	1756	0	68	0	68
Frame	OWNDAYS Plastic	OR2027N-8A	1A	2300032210216	A	84.7	9	98	0	0	0	0	0	0	-10	0	-10
Frame	OWNDAYS Plastic	OR2027N-8A	3A	2300118201022	A	82.7	10	98	2	0	0	0	0	0	-47	0	-47
Frame	AIR Ultem	AU2123Q-6S	1	2300097260515	A	82.3	11	218	5	0	0	100	426	0	51	0	51
Frame	OWNDAYS Plastic	OR2005-N	2A	2300102201021	B	81.0	12	98	0	0	530	740	0	0	4	0	4
Frame	ECO2XY	ECO2025K-3S	4	2300020230219	A	80.7	13	158	83	0	1200	0	0	0	16	0	16
Frame	AIR Ultem	AU2127Q-6A	4	2300041260714	A	79.7	14	178	16	0	0	0	781	0	68	0	68
Frame	AIR Ultem	AU2107A-4A	3	2300015241114	A	77.3	15	218	190	180	0	800	0	0	75	0	75
Frame	FUWA CELLU	FC2037N-5S	4	2300060250116	A	76.0	16	158	231	230	680	1800	0	0	102	0	102
Frame	AIR Ultem	AU2126N-5S	2	2300018250519	A	75.0	17	178	0	0	0	0	476	0	93	0	93
Frame	AIR Ultem	AU2118Q-6S	4	2300032260518	A	71.0	18	218	1	0	0	0	927	0	77	0	77
Frame	AIR Ultem	AU2123Q-6S	2	2300098260514	A	69.7	19	218	0	0	0	80	136	0	40	0	40
Frame	ECO2XY	ECO2019K-1A	3	2300033210710	B	69.0	20	158	0	0	0	720	0	0	28	0	28
Frame	AIR Ultem	AU2117Q-6S	2	2300044260513	A	68.7	21	218	4	0	0	155	1352	0	99	0	99
Frame	OWNDAYS Plastic	OR2029N-9S	3A	2300034210214	A	68.3	22	98	0	0	200	340	0	0	3	0	3
Frame	OWNDAYS Plastic	OR2013-N	1A	2300108201025	A	68.3	22	98	0	0	100	134	0	0	-8	0	-8
Frame	ECO2XY	ECO2013-K	3	2300018191041	A	68.0	24	158	76	0	0	1380	0	0	126	0	126
Frame	FUWA CELLU	FC2040N-5S	3	2300003250210	A	68.0	24	118	5	0	338	1331	0	0	37	0	37
Frame	AIR Ultem	AU2112A-5S	3	2300035250110	A	67.0	26	218	220	220	0	0	0	0	31	0	31
Frame	AIR FIT	AF2010Q-6A	3	2300036260712	A	66.7	27	198	23	0	0	0	247	0	97	0	97
Frame	OWNDAYS Plastic	OR2024-N	3A	2300109201024	B	65.7	28	98	119	111	150	218	0	0	5	0	5
Frame	AIR FIT	AF2012Q-6S	3	2300070260518	A	62.7	29	198	5	0	0	0	1272	0	92	0	92
Frame	OWNDAYS+	OR2081L-4S	1	2300059231218	B	59.3	30	98	16	0	0	0	0	0	17	12	5

2. Collection Updates

Upcoming Collab Schedule

To be shared by Anna

[August SM Meeting Collaboration update](#)

Ongoing Launch Sales Result

To be shared by Matthew

https://docs.google.com/spreadsheets/d/1L_W19G9nHQ_94cR96TP3nomXZNSm39jgk36yNJfoEAI/edit?gid=0#gid=0

Misc. Sharing

1. RFID Stock & Shipment

- **Current stock:** The warehouse located **1 roll of RFID tags** last week
- **5 Aug: 20,000 pcs** of RFID tags will be shipped from Japan to the LK warehouse.
- **Expected arrival:** The shipment is expected to be received **before 14 Aug.**

2. Wrong Pricing / Unreadable RFID

- **31 July:** The issue is expected to improve going forward, with a **second and final check** to be conducted this Friday.
- Please provide your feedback to Hayden if you notice any improvement or if the issue persists.
- Hayden will print the overlay stickers next week for stores that did not return the previously identified unreadable RFID tags.

3. RFID / Overlay Requests

- RFID/Overlay requests will **resume from next week onwards**, subject to RFID stock/Overlay availability.

Reminder

1. Return of defective case (CASE006-5S all colors)



OWNDAYS Merchandise (89)



Good morning everyone.

1. Regarding defective case (CASE006-5S all colors) please transfer them to 831 on ODN and send physical stock to LK warehouse, if you haven't done so. Kindly pack in a box and indicate your shop name, attn:Tommy, and "Defective Case" on the delivery label.



Merchandise – Action Item

- **RFID**

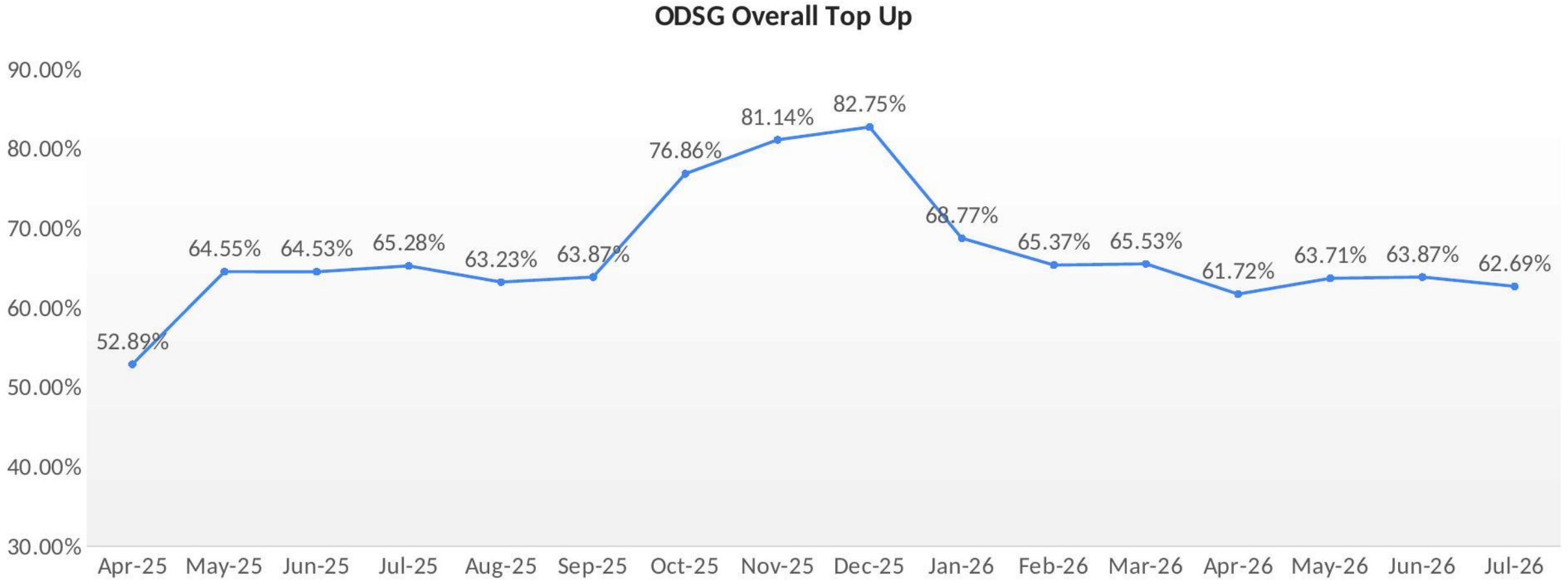
- Stock is back in the warehouse; outstanding requests will be fulfilled within the next 2 weeks
- Action: if you previously ordered RFID tags and have not yet received them, re-key the request into the latest ordering sheet

- **Defective casing**

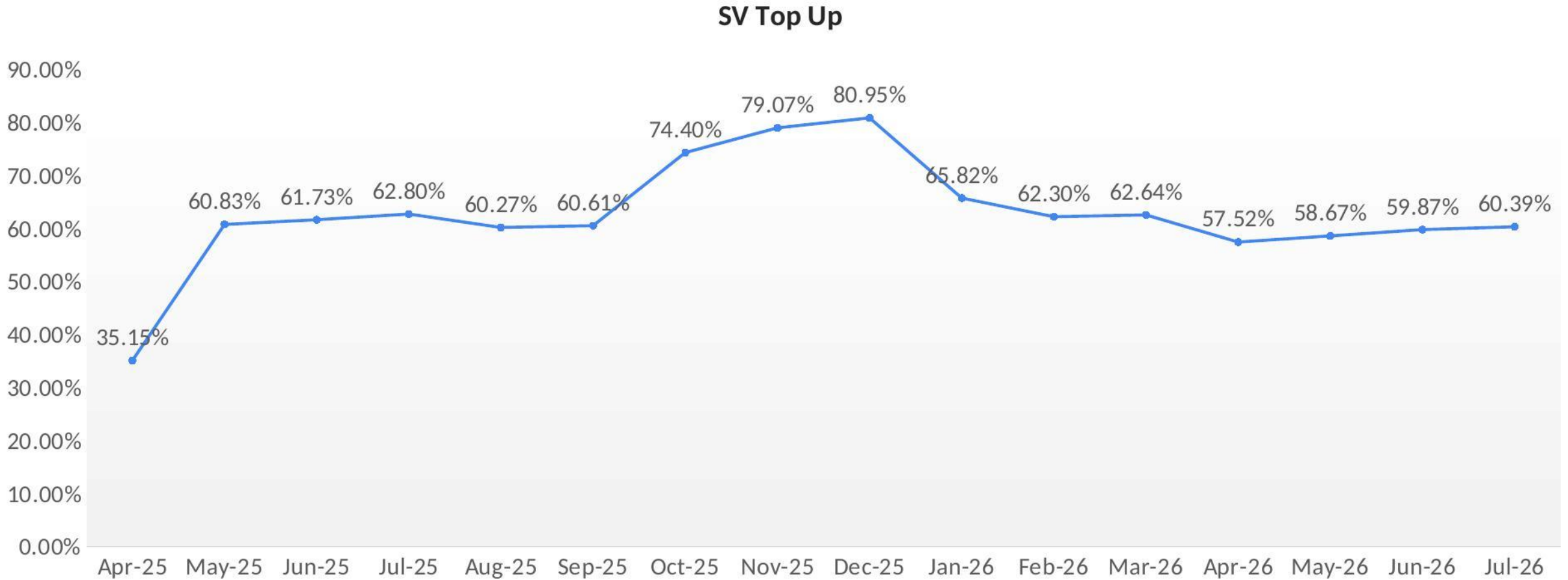
- CASE006-5S (all colors) to be returned to the warehouse – see reminder in the previous section

| Lens Performance & Loss Lens

ODSG Overall Top Up Ratio (Target 70%)



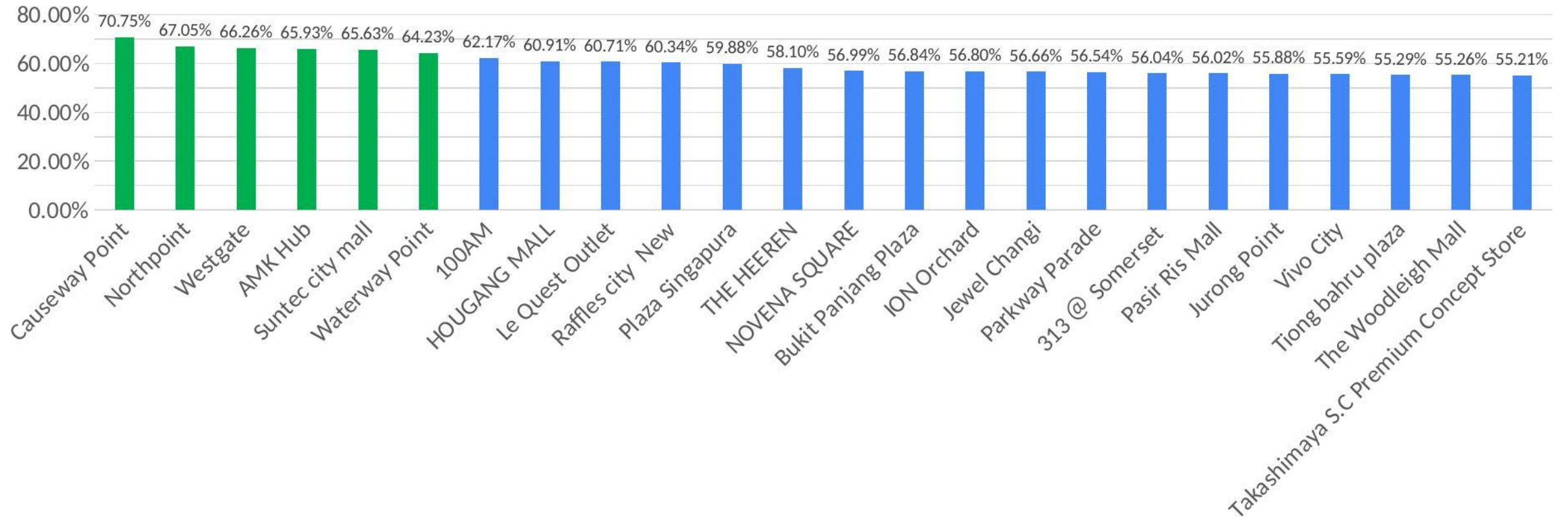
ODSG SV Top Up (Target 64%)



ODSG SV Top Up (Target 64%)



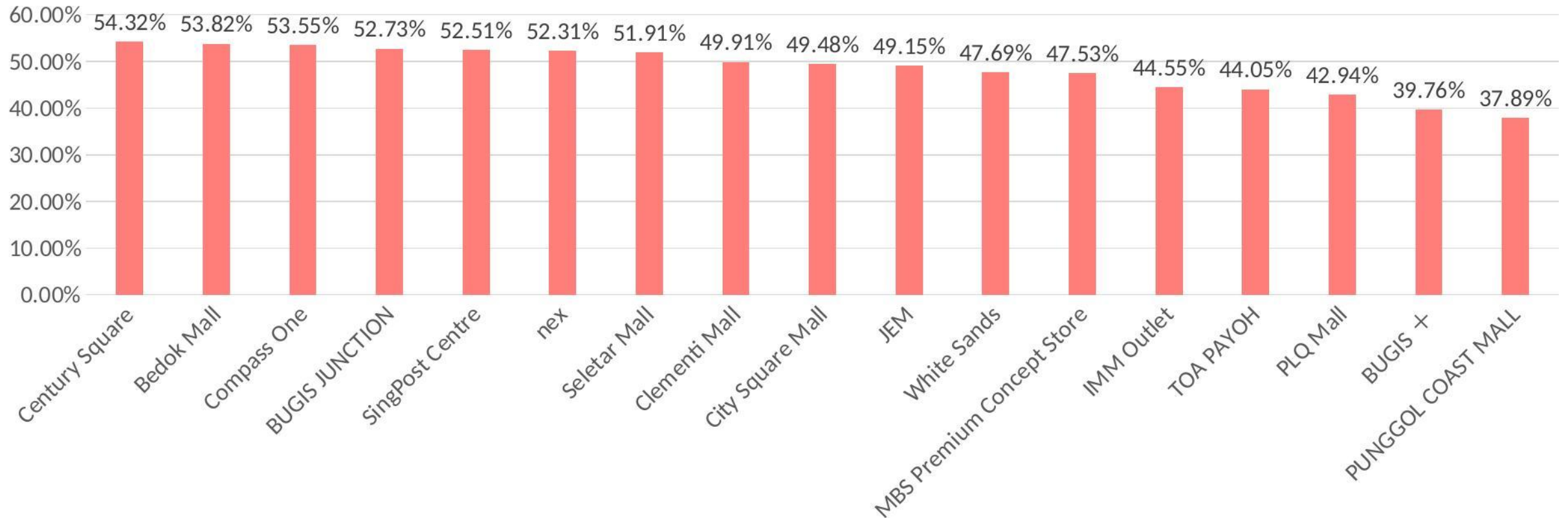
SV Top Up (Above average)



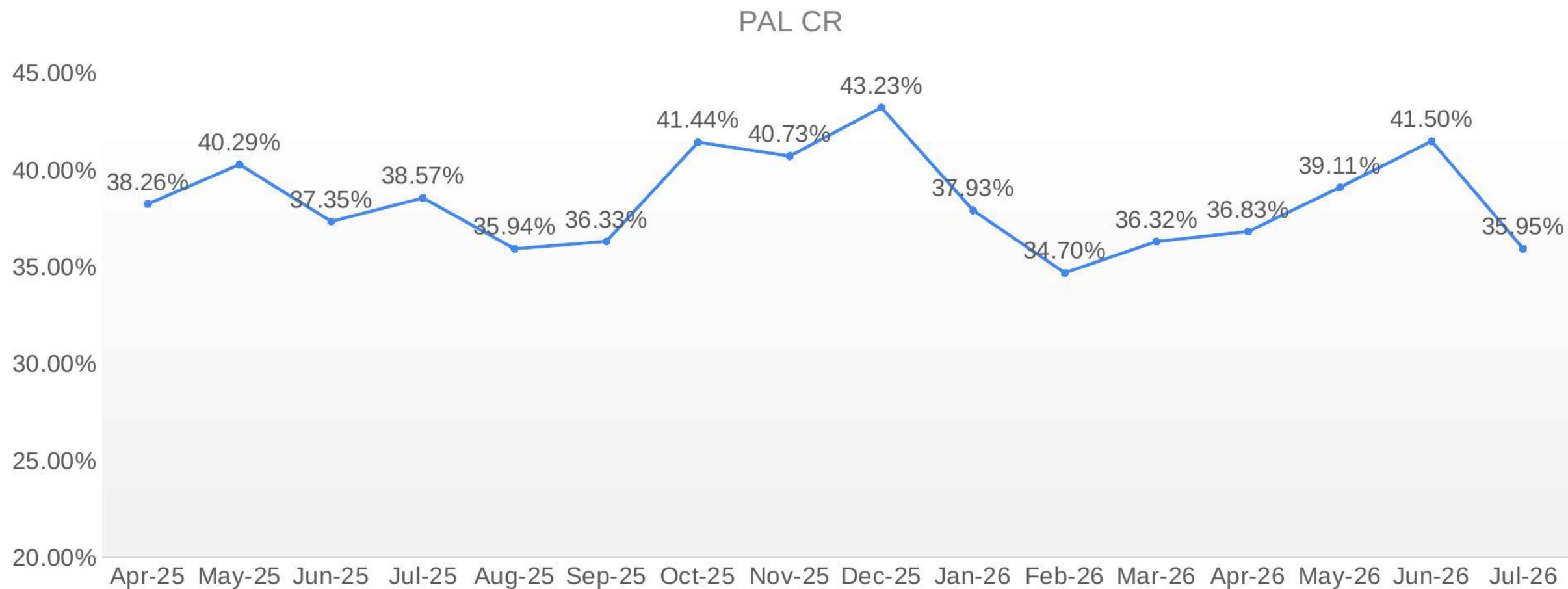
ODSG SV Top Up (Target 64%)



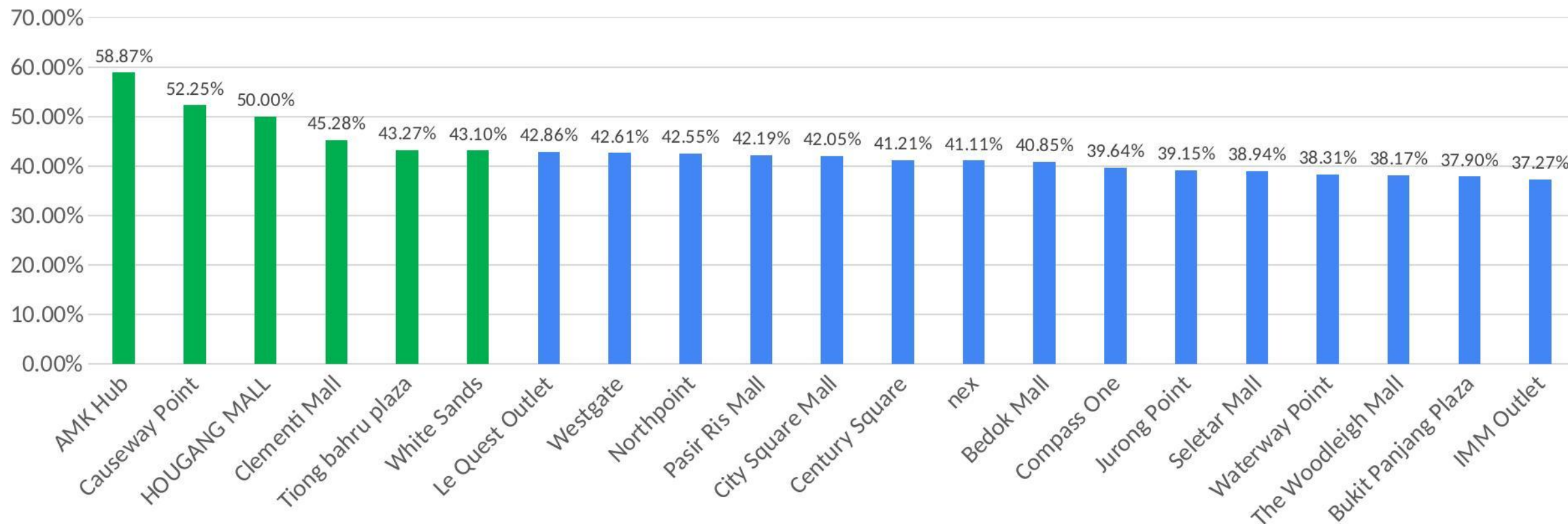
SV Top Up (Below average)



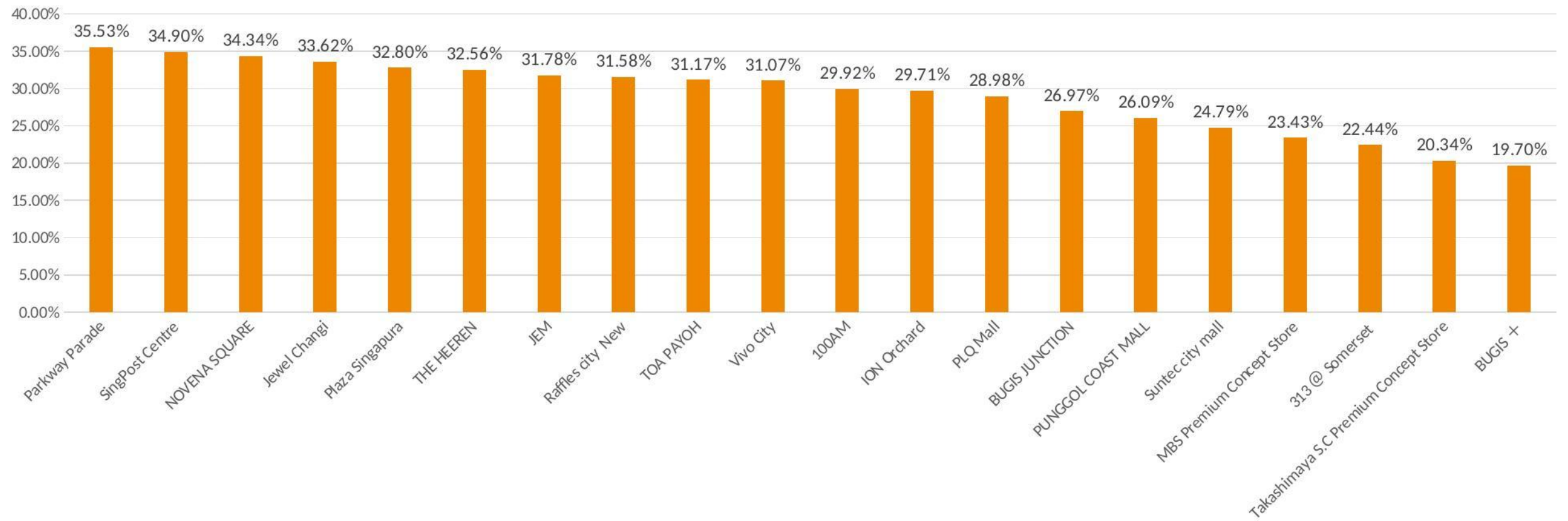
ODSG PAL CR (Target 43%)



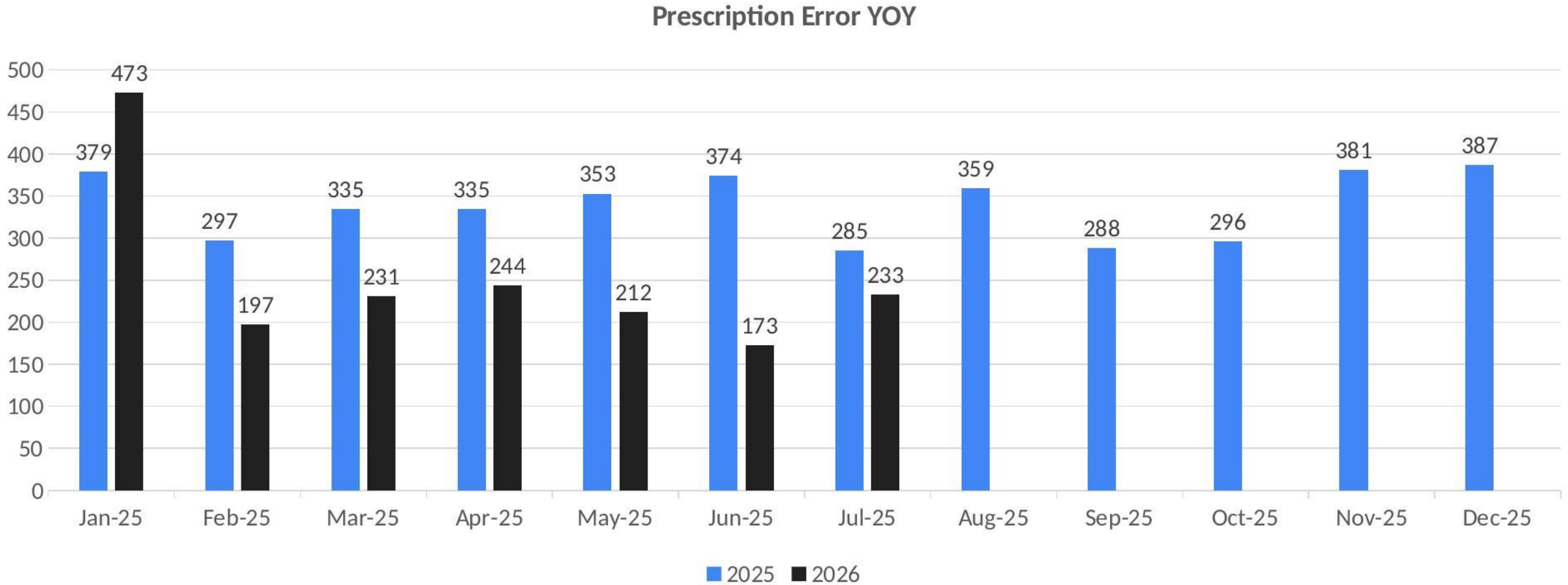
ODSG PAL CR (Above average)

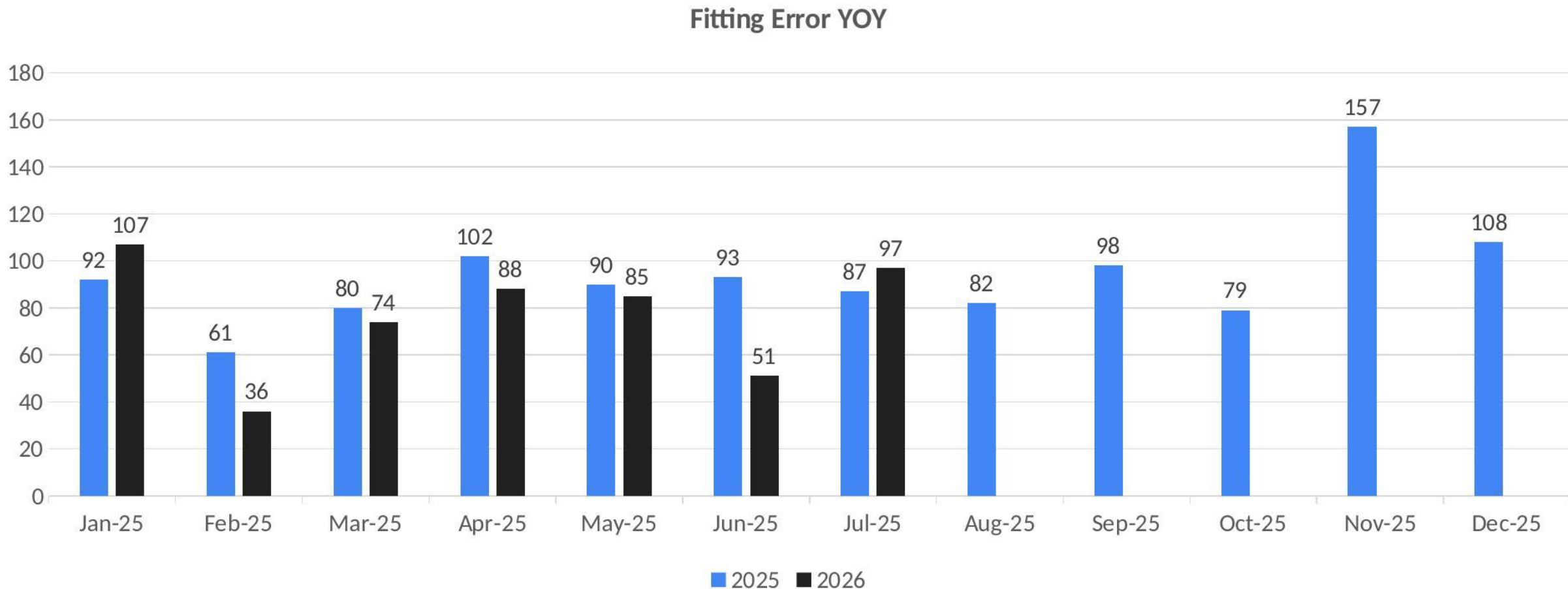


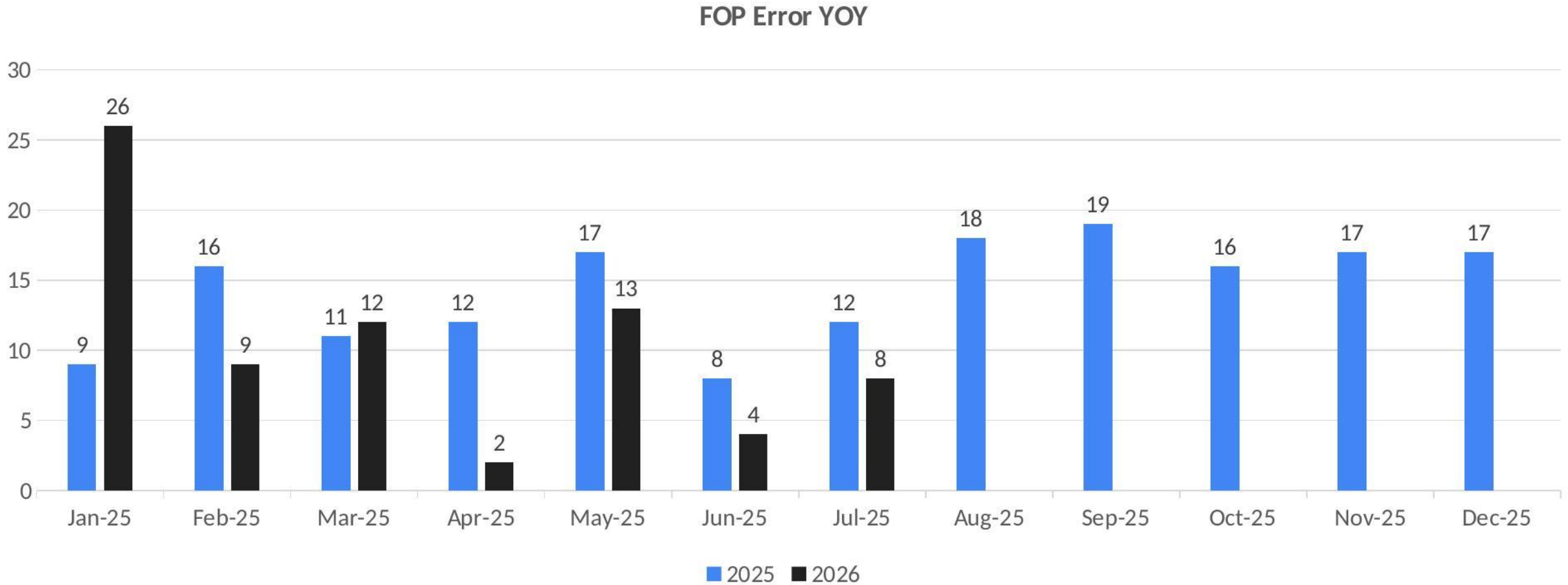
ODSG PAL CR (Below Average)

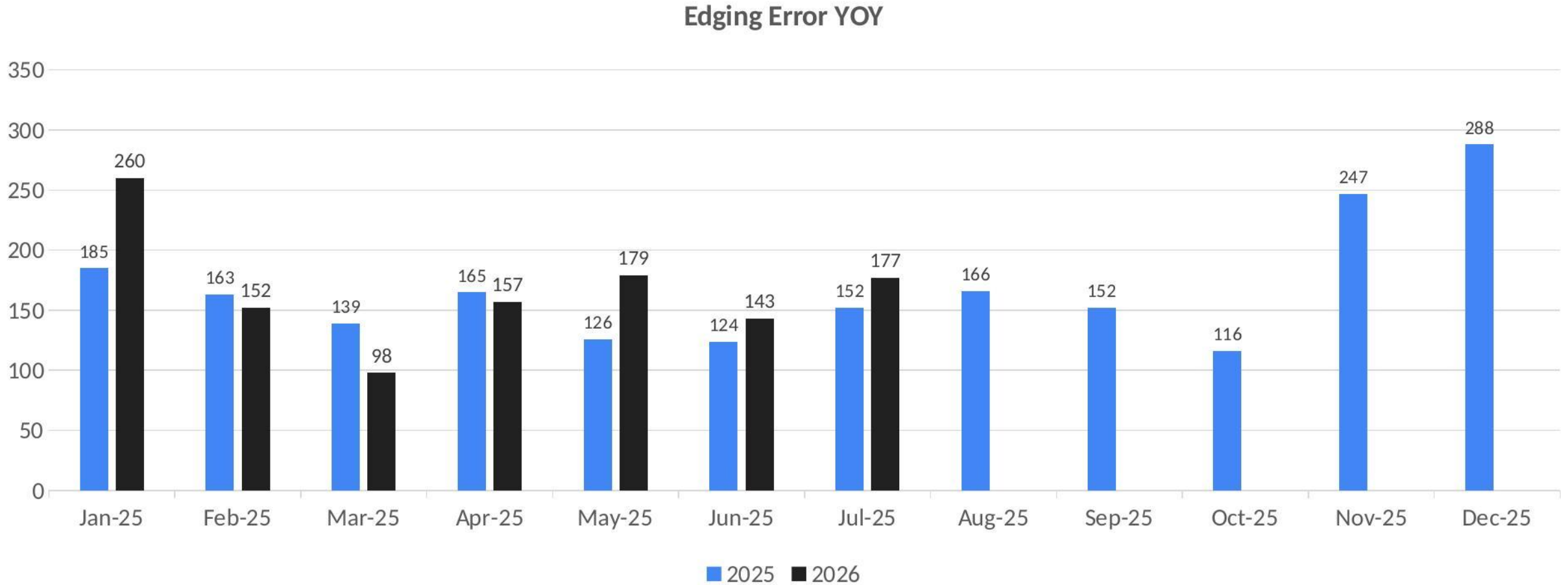


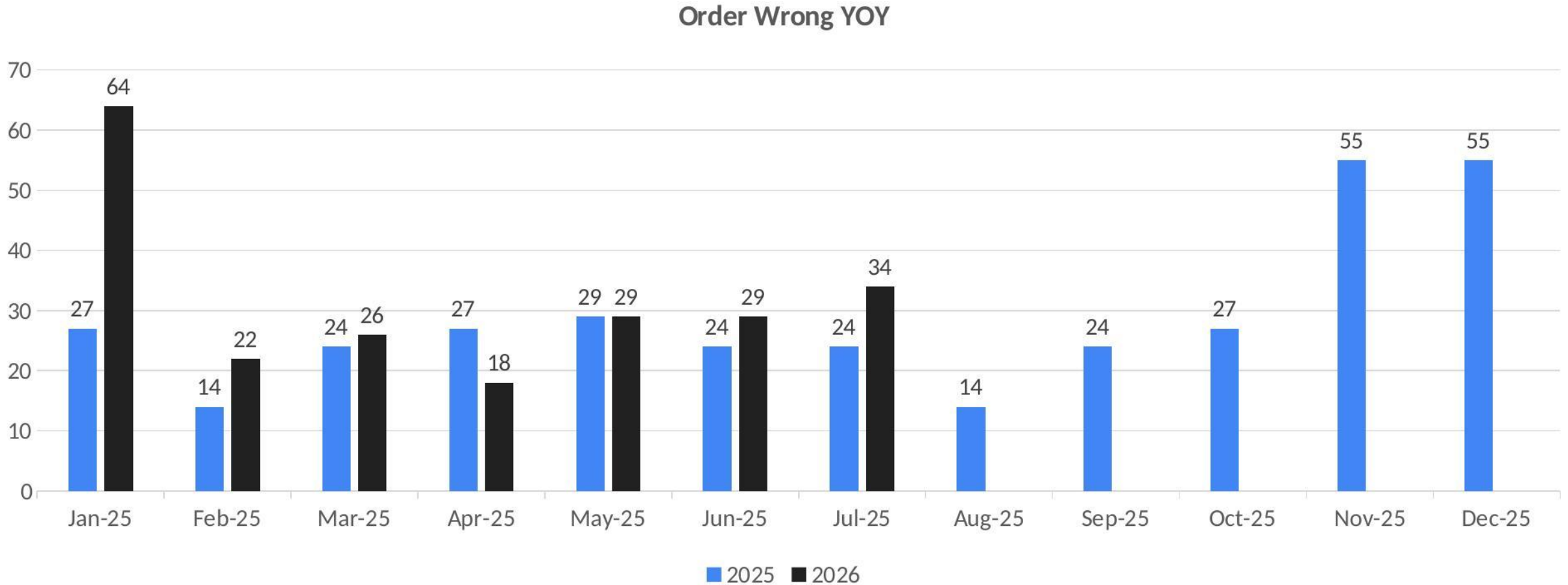
Jul 2026 Loss lens update











Overview all outlets loss ratio

Store No	Store Name	July Sold	July Loss	Loss Ratio
1061	Hougang Mall	607	20	3.29%
989	Jewel Changi	652	21	3.22%
974	Seletar Mall	1001	23	2.30%
909	nex	2369	54	2.28%
977	Bukit Panjang Plaza	1223	27	2.21%
976	AMK Hub	961	20	2.08%
1053	JEM	630	13	2.06%
1039	Pasir Ris Mall	605	12	1.98%
1064	THE HEEREN	514	10	1.95%
905	Plaza Singapura	1083	20	1.85%
972	SingPost Centre	716	13	1.82%
1052	PUNGGOL COAST MALL	526	9	1.71%
1011	BUGIS JUNCTION	998	16	1.60%
962	Westgate	1072	17	1.59%
983	Century Square	1705	27	1.58%
924	Suntec city mall	1006	15	1.49%
922	IMM Outlet	1506	22	1.46%
1028	The Woodleigh Mall	797	11	1.38%
920	ION Orchard	1350	18	1.33%
937	Tiong bahru plaza	1320	17	1.29%
1005	Causeway Point	1326	17	1.28%
1048	Le Quest Outlet	257	3	1.17%
933	Waterway Point	1922	22	1.14%
968	Northpoint	1383	15	1.08%
927	White Sands	741	8	1.08%
948	Compass One	1576	17	1.08%
961	City Square Mall	814	8	0.98%
1043	TOA PAYOH	549	5	0.91%
1020	Takashimaya S.C Premium Concept Store	1142	9	0.79%
915	BUGIS +	648	5	0.77%
994	Paya Lebar Quarter	913	7	0.77%
908	Bedok Mall	1361	10	0.73%
1006	Parkway Parade	1366	8	0.59%
1004	Raffles city New	696	4	0.57%
965	Clementi Mall	1389	7	0.50%
928	Jurong Point	1773	7	0.39%
963	100AM	511	2	0.39%
907	313@Somerset	988	3	0.30%
1058	NOVENA SQUARE	701	2	0.29%
931	Vivo City	1449	4	0.28%
1007	MBS Premium Concept Store	1060	1	0.09%

Target 1.68%

Key Takeaways

- 12 of 41 stores exceeded the 1.68% target in July
- Top : Hougang Mall (3.29%), Jewel Changi (3.22%), Seletar Mall (2.30%)
- Overall blended loss ratio: 1.27% (within target)

*Please complete and send in the loss lens template by **10/8/2026** to respective trainers

| Thank you.