



## Meet Managing Director Peter Koh

*If you don't know him by name, you probably know him by sight – he's the guy with the fantastically unique and colourful glasses, and the Hawaiian shirts on weekends. He's always running into someone he knows every few minutes, with a grin and a handshake for all – we suggest you take him up on his offer to buy you coffee or lunch; he's good for it. Introducing The Lens Men founder and managing director, Peter Koh.*

No matter how much we've evolved over the last quarter of a decade, one thing has remained constant – our service and relationships we've built with our customers and patients. You don't just come to The Lens Men and The Eye Site to make a pair of spectacles or contact lenses, you come for personalized, attentive eye care – and to make a few optometrist and optician friends along the way. As a family business, we enjoy serving generations of families and friends – you're always welcome to stop by for a chat or to say hello. We hope to continue doing this for a very long time – my son Dion is the third generation in the Koh family to become an optometrist.

Growing up, my father Koh Ping taught us that the most important quality a person can have is how they treat others – always with compassion and thoughtfulness. In addition to extending this warmth to our customers, we've built the values of our company on the same philosophy. I'm proud to say that The Lens Men boasts one of the longest average tenures amongst our staff, some who have been with us more than 30 years, and enjoy one of the lowest turnover rates. Beyond the numbers, we know that everyone truly loves working with one another – you can feel it when you walk in to our stores, and outside of work, you only need to attend one of our staff functions to see how much fun we have.

Over the years, I've enjoyed blending various life experiences into my work, and one of the most rewarding experiences is the friends I've been able to make. Tourists visiting from Europe, South America, Africa and the Asia/Pacific rim are now friends who return regularly for new frames or sunglasses – they make it a point to stop by The Lens Men whenever they're in town! My family loves traveling together and in fact, we've already visited some of these international friends in their hometowns and when we arrived at our hotel in Puerto Vallarta, Mexico a couple of years ago, we found two buckets of ice cold Coronas waiting for us, courtesy of a beverage distributor from Mexico City who had been our customer a few months earlier.

If you're already a Lens Men customer, we truly appreciate your business and for always thinking of us for your eye care and fashion needs. If we haven't had the chance to care for your eyes yet, please do stop by and get acquainted with us. And, always feel free to give me a buzz or drop me a line anytime, with questions, feedback or just to say hi.

It's always our pleasure. See you soon!

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