

Press Release

SCHWIND eye-tech-solutions Announces New Chief Sales & Marketing Officer

Lars Michael joins the company to lead global initiatives, strengthening strategic growth and market presence

Kleinostheim, Germany, September 2025

SCHWIND eye-tech-solutions is pleased to announce the appointment of Lars Michael as Chief Sales and Marketing Officer. With nearly two decades of leadership experience in the ophthalmic industry, he brings a wealth of expertise in global sales, strategic growth, and market development.

Lars joins SCHWIND after 18 successful years with OCULUS, where he served as Director of Sales. Throughout his tenure, he played a pivotal role in building OCULUS's international presence, particularly across Asia-Pacific and China, where his leadership helped achieve significant growth and establish market-leading technologies. In his later years, Lars led global sales, driving international expansion and supporting product innovations.

Holding both a Master of Science in Ophthalmology and a Graduate Business Economist qualification, Lars combines scientific insight with strategic business acumen.

At SCHWIND, his focus will be to build on the company's strong foundation, expand its global presence, and support the mission of "great results for better vision" — bringing excellent outcomes to even more patients worldwide through accelerated sales growth.

"I am excited to join SCHWIND and contribute to shaping the future of refractive surgery through innovation and close collaboration with our partners worldwide," said Lars Michael.

Domenic von Planta, CEO of SCHWIND eye-tech-solutions, added:

"The recent approval for the flap procedure with ATOS in China coincides perfectly with onboarding our new CSO. Lars brings long-standing experience, global market expertise, and a proven track record in driving sales acceleration. Together, we see a great opportunity to grow the refractive market worldwide —

Page 2

supporting the ambition of laser vision correction reaching more than 50% of refractive corrections compared to just 5% today. We are confident that this valuable addition to our leadership team will translate into sustainable business growth."

SCHWIND eye-tech-solutions GmbH

Lohith Shetty

Head of Marketing

email: Lohith.Shetty@eye-tech.net

web: www.eye-tech-solutions.com