President’s Letter

Dear ARA Members,

Hope your 2018 is off to a great start! The recent cold weather around the country certainly lets us know that winter is in full-swing.

We now have the dates for our 2018 ARA events on the Alcon Fort Worth campus reserved. Please be sure to mark your calendars and plan to join us. The dates are all on Mondays — March 19th, June 18th, September 17th, and December 3rd (the annual Christmas Lupper). We will continue to meet in the old Alcon cafeteria, now called the Crossroads Conference Center.

Our ARA luncheons are a wonderful opportunity to catch-up with colleagues and friends, as well as enjoy informative speaker programs. Please stay tuned for the March program to be announced with the meeting reminder email. By the way, pictures from the December 2017 Christmas Lupper are now posted in the ARA Photo Gallery. Check them out by logging-into the ARA website and clicking on the News tab to reach the Gallery web-link. Our many thanks to Gary Vick for the great photos of this festive occasion.

During the year, be sure to watch the ARA website — www.alcon-ara.com — for announcements and details of upcoming events and activities.

Please enjoy this edition of the In Hindsight newsletter. Our thanks to Pat Cappelletti for its preparation. We are always happy to include ARA member news and photos — please send your stories and pictures to Pat.

I look forward to seeing all ARA members at the March 19th luncheon.

Warmest regards,

Brad

Index

President’s Letter P.1
Announcements & Events P.1
From Heartwrenching to Heartwarming – Viet Nam P.2
Alcon Teams Up with New Dailies Brand Champions P.3
Singapore AML Team Supersizes 20/20 P.3
DAILIES® AquaComfort® Plus CLs Targeting the Next Generation of Wearers P.4
China’s CCOS: Over 5,000 Show Up for NGenuity P.5
Alcon Mexico’s Ethics & Compliance Week P.5
Thank you for Cycling for Sight on World Sight Day P.6
Presentation of Alcon’s new WaveLight Refractive Suite at ESCRS P.6
Alcon Retiree News P.8

Announcements

Alcon Fort Worth Fitness Center

Just a reminder that the fitness center on the Fort Worth campus is open and available to all Alcon retirees, though not to spouses or family members. If you are not enrolled, please see Brad Sanow, the fitness center Program Manager, and he will gladly assist to get you started.

Photo Gallery

Photos from recent ARA events are posted on the ARA website. Please login to the Members Section and click on the News tab to find the link to the Gallery.

ARA Website

Want to see more? Go to this website: http://www.alcon-ara.com for all the latest information. The site is updated between newsletters, so you might want to bookmark it and check from time to time.

Retiree News

See page 8 for pictures of the 2017 Christmas lupper and the editor’s trip.

2018 ARA Luncheons

Mark your calendars for March 19th, June 18th, and September 17th. The quarterly luncheons are held on the Alcon Fort Worth campus.

All ARA members, spouses, and guests are welcome to attend. Lunch is complimentary for retirees, whereas all others must pay at the registration desk.

Lunch starts around 12:15 pm and the speaker program will begin by 1:00 pm. Please remember to bring your Alcon Retiree Gold Card for access to the Fort Worth campus. Alcon Security will reserve parking spaces with the orange street cones.

2018 Christmas Lupper

Please mark your calendar for Monday afternoon, December 3rd.

We look forward to seeing you there!
From Heartwrenching to Heartwarming in Vietnam

Each time the Orbis Flying Eye Hospital touches down, you know there will be a heartwrenching and a heartwarming moment. The heart wrenching moment came in Binh Dinh, Vietnam when Nguyen ThanhCong (Cong), an Alcon associate, heard some patients talking before they went into the operating room. Their stories were very similar; each one came from a rural community and was poor. They could not get needed eye surgery because they could not afford the 400-kilometer trip to Ho Chi Minh City where the surgery was available.

These stories are not unique, with statistics showing more than 100,000 people blind in these regions, 74% due to cataract. The South-Central Coast and Central Highlands of Vietnam, where Binh Dinh is located, is one of the most underserved areas in the country. The result is the unfortunate distinction of having the highest prevalence of blindness.

But Orbis, the Alcon Foundation, health care volunteers and local physicians are starting to beat back the Binh Dinh statistics. And this is where our heartwarming moment happens.

As Dr. Huynh Ngoc Khanh, Vice Director, Phu Yen Eye Hospital, told our colleague Cong, “I appreciated a lot what the Orbis Flying Eye Hospital did in Binh Dinh. They did not only perform surgery for patients but also invited many experienced volunteer surgeons, nurses and biomedical engineers from all over the world to teach local eye care professionals one-by-one from eye examination to surgery. This was very helpful to local doctors. After the training they can help more patients in Binh Dinh in the future. The Alcon classroom is very useful to accommodate more doctors to participate in the training.”

Boasting both Centurion and Constellation Vision Systems, the Orbis Flying Eye Hospital’s operating room links directly to the Alcon Foundation classroom. In this plane, the classroom looks similar to economy seating and the “in-flight” movie the passengers see is actually reality TV, in its best sense. Up to 46 healthcare practitioners can watch and ask questions directly through microphones to the volunteer surgeons in the operating room as the surgery happens.

In addition to helping patients and training local eye care professionals, the Orbis’s programs in Binh Dinh and Can Tho allowed Alcon Vietnam to introduce more Vietnamese physicians to the good work being done. Approximately six local doctors toured the plane and 12 learned more about Alcon’s support for Vietnamese communities.

Spreading awareness and providing training will undoubtedly lead to more heartwarming moments in the future. Warm your heart by looking at these photos of patients reading their Alcon Foundation see-well cards, which represent Alcon’s wishes of the best in sight for these patients.

Alcon Teams Up with New DAILIES® Brand Champions:

Alcon is joining forces with US Olympians, gymnast Laurie Hernandez and soccer player Tobin Heath, to launch the new Invisible Edge consumer education campaign. These star athletes will tell their personal stories on how clear vision gives them an invisible edge while competing, including the role of DAILIES® contact lenses. The campaign is driven by a survey of 1,000 “everyday” athletes, age 18 and over, fielded to uncover the role of clear and comfortable vision in competitive settings, and how it can provide athletes with an invisible edge on and off the field. Key findings include:

- 8-in-10 “everyday” athletes who wear contact lenses agree they give them an edge during competition
- Clear eyesight tops the list of attributes that help nearly three in four “everyday” athletes perform at their best.

Each Olympian will share – via internet videos, social media posts and media interviews – her personal experiences with contact lenses to encourage young adults to ask their eye care professional if the Alcon DAILIES® family of contact lenses are right for them.

Subscribe to the DAILIES® YouTube Channel to watch Tobin and Laurie in action. Click here to read more survey findings from “everyday” athletes.

Singapore AML team supersizes 20/20:

The Singapore AML leadership team took its 20/20 workshop to the halls and walls of the plant. With the objective of creating a movement across all plant associates, the team realized they had a goldmine in the 20/20 placemat graphics and messages.

While it’s true that a “picture is worth a thousand words”, the Singapore AML team believes supersizing it makes it worth a million.

“We were in the process of decorating our empty walls in the plant corridors and saw the opportunity to use these great graphics on topics close to our heart,” explained Mark Chua, General Manager, AML (Singapore). “We want to create an Alcon 20/20 movement in Singapore. There’s nothing more impactful than graphics that reach out to associates at all levels in our organization.”

The giant wall posters showcase “We Help People See Better” in 2.7 meter high print. Other wall art includes foundational principles plus values and behaviors. Even Mike Ball made it to the wall with his favorite sayings like “the main thing is to keep the main thing the main thing” and “don’t hold back” getting prominent placement.

Feedback from associates confirms that they like the redecorating. Comments such as “good”, “eye catchy”, “see what we learned every day”, “bright” and “a daily must read” are heard throughout the 15-meter long corridor.
DAILIES® AquaComfort® Plus Contact Lenses are Targeting the Next Generation of Contact Lens Wearers

The next generation of contact lens wearers is growing quickly. They want to see and do it all, and they need a contact lens that is comfortable and can keep up with their every move. DAILIES® AquaComfort® Plus contact lenses are the ideal fit for this on-the-go group, which is why we are targeting Gen Z in both messaging and tactics.

So, who is the new target audience for DAILIES® AquaComfort® Plus contact lenses?

Meet Gen Z. Born between 1995 and 2010, Gen Z accounts for about 1.86 billion teens, tweens and young adults globally. They are an untapped market that is taking the world by storm. Our new campaign connects with Gen Z by focusing on who they are and what they want.

How Do We Win with Gen Z?

In order to connect with Gen Z in an active, fun and relatable way, the new DAILIES® AquaComfort® Plus contact lenses campaign:

- Emphasizes how these contact lenses enable freedom of expression
- Speaks to Gen Z in their own language and uses familiar digital platforms to grab their attention
- Incorporates visual hints to popular social media apps and other fun imagery
- Appeals to Gen Z members’ desire to create, share and stay connected

Gen Z responds to concise, direct, and most importantly, visual messaging. Our campaign features strong imagery, emojis and messages about how Gen Z can make every day a new story. Gen Z demands a contact lens that can keep up with their active lives. With our new wearer campaign, Alcon and DAILIES® AquaComfort® Plus contact lenses are ready to meet that demand.
China’s CCOS: Over 5,000 Show Up for NGenuity

Alcon attracted more than 5,000 healthcare professionals at the 22nd Congress of the Chinese Ophthalmology Society (CCOS) held this fall, with the China Surgical team launching the NGenuity® 3D Visualization System taking center stage.

The first NGenuity launch was booth based and involved an unveiling with KOLs. Helping Alcon were preeminent ophthalmologists, Professor Yao Ke, Chairman of the Ophthalmology Branch of the Chinese Medical Association (OBCMA), Professor Wang Ningli, former OBCMA Chairman and Professor Sun Xinghuai, OBCMA Chairman Elect. NGenuity went on to become an eye attracting exhibit with many physicians testing it out.

3,000 physicians joined Alcon for the second phase of the launch. They attended, all fitting into one room, for the launch ceremony and symposium. An impressive line-up of 18 vitrectomy experts participated in the symposium and shared their clinic NGenuity experience. The audience also lived the surgery with four KOLs showing their VR surgery video.

Alcon hosted five different academic meetings during the Congress and one live surgery event. In addition, time was reserved for a key meeting with the President and the Chairman of the Aier Hospital Group, one of the fastest growing private ophthalmology hospital networks in China.

Alcon Mexico’s Ethics and Compliance Week

Corporate Compliance and Ethics Week—What’s it all about?

From November 6 - 10, 2017, the Mexico Legal & Compliance team organized a "Compliance Week", where the main objective was to spread awareness regarding the importance of having a culture of Integrity and Compliance. The idea was simple: emphasize the importance of making business the right way and help our colleagues understand why compliance matters. During the week, different compliance officers from various industries share their experiences and knowledge in their respective fields.

Various topics included:
- FCPA and extraterritorial application
- Data Privacy
- Anti-bribery policies in other industries
- Anticorruption National System in Mexico

These activities engaged associates and reinforced the Compliance culture that we are trying to implement in our everyday activities.

Associates were enthusiastic about the week and the conferences. Some colleagues mentioned that this was "very productive for them because they get to understand the importance of compliance in their everyday activities" and that "this sort of activities makes compliance more engaging."
Thank you, Alcon associates, for making World Sight Day such a resounding global success! On October 12, associates located at 25 sites in 19 countries participated in the Cycle for Sight 20/20 Challenge.

This popular group competition is intended to engage associates in working toward a common goal to generate cash donations to NGOs supporting eye care, as well as spread awareness about the importance of eye health. We met our goal of 2,020 riders globally triggering a $25,000 donation to Optometry Giving Sight’s Our Children’s Vision program. The goal of Our Children’s Vision is to ensure that every child, everywhere, has access to the eye care they need by engaging the optometry industry to support initiatives that deliver effective, sustainable eye health to millions of children.

Several sites hosted other World Sight Day activities, including complimentary eye screenings, eye health seminars, special eye-healthy meals and a press conference. A special thank you to all of our coordinators and volunteers across the globe who ran the screenings, seminars, and bike stations, recorded participants, and cheered associates on as they strove to reach the goal. Without their help Cycle for Sight and all other creative events designed to celebrate World Sight Days would not have been possible.

Congratulations to Taiwan, the winner of the Cycle for Sight 20/20 Challenge site raffle! The Taiwan team has decided to donate $5,000 to The Institute for the Blind of Taiwan, a CPD partner NGO that supports the integration of blind people into society by teaching them life skills.

Platform Enhancement Fully Aligned with 2017 Priorities

At this year’s ESCRS in Lisbon, Portugal, the Alcon WaveLight® team presented its enhanced refractive portfolio to an interested international audience of eye surgeons. With a bundle of new applications, new hardware and software features, the WaveLight® Refractive Suite becomes fit for the future and greatly contributes to our 2017 Priorities: return to growth, reinvigorate our pipeline, delight our customers. For the first time in WaveLight® history, we are offering a real upgrade strategy also for our installed base. Additionally, we are able to demonstrate that our products are a good investment for the future of our customers.

Aligned with our long-term strategy, the Platform Enhancement WaveLight® Refractive Suite is a continuous upgrade program to be implemented step-by-step during the next four to five years. The implementation of the first step started at this year’s ESCRS with the introduction of a revised color concept and additional upgrades are planned to be fully launched in CE-markets by 2nd quarter of 2018.

The WaveLight® Refractive Suite is available immediately in two standard colors – Ivory White to match the Alcon surgical style guide and Sapphire Blue for customers who prefer the classical WaveLight® design. Surgeons, who would like a unique and colorful look, are invited to order Ruby Red, a special custom order color, which is available for an extra charge. Two additional custom order colors are also planned to be presented in 2018.

With StreamLight™, One-Step Trans-Epi PRK*, the Alcon WaveLight® team presents its first excimer-only surface treatment. Combining epithelial removal (PTK) and PRK in one single step, our surgeons will become free from planning two-step procedures in the future. As an intelligent procedure, StreamLight™ offers a bundle of technical advantages compared to conventional PRK, such as automatic determination of PTK treatment zone size and location, a customized epithelial ablation diameter correlated to the treatment zone and the redundancy of an additional PTK nomogram. Our patients benefit from faster healing times, less pain and an overall shorter procedure. In addition, StreamLight™ will be our first opportunity to introduce an annuity model to international markets.

Continued on page 7
ESCRS visitors were also excited about the new laser operating software, which provides better visibility under low light conditions during surgery due to a dark graphic user interface background and bright, large letters. The new graphic user interface highlights major parameters and shows a clearly arranged design to improve intuitiveness and workflow.

Lastly, the new WaveLight® Refractive Suite is completed by a hardware enhancement which includes an illuminated keyboard for better visibility in dark surgery rooms, a laser emergency stop which is integrated into the laser housing and a clearly arranged control panel that is divided into a surgeon and an assistant area.

StreamLight™ One-Step Trans-Epi PRK as well as the hardware and software enhancements are currently under review of our notified body. We expect to receive approval in early 2018 for the CE-markets. We will launch them via a phased roll out approach with specific sites and expect to be ready for general market launch in 2nd quarter of 2018.

* T-PRK stands for trans-epithelial photorefractive keratectomy. It is a corneal refractive surgery procedure whereby the corneal epithelium is removed by the excimer laser, followed by removal of corneal stroma with the same excimer laser. The surgical techniques and procedures for PRK are similar to those for LASIK (laser in situ keratomileusis), except for epithelial removal in PRK is replaced by flap creation in LASIK. It is estimated that approximately 10 - 20% of laser vision correction procedures are done through PRK procedure.
Alcon Retiree News

The ARA Christmas Lupper was held on December 4th, 2017, in the Alcon cafeteria. Enjoy the pictures taken by Gary Vick. Thanks Gary!
**Pictures from the Editor**

We would love to hear what you’re doing so send us your pictures and I’ll be very happy to include them in the newsletter. You don’t need to write a story if you prefer not to. A picture or two (or more) from your travels or your favorite hobbies or activities. Skiing. Hiking. Boating. Walking your dog. Playing with grandchildren. Include captions so we'll know where you were.

Here are some pictures of my trip to Spain last fall.

![Hiking on El Camino de Santiago de Compostela.](image1)

![Arrived at destination: Santiago de Compostela.](image2)

![In an oyster boat on the Atlantic Ocean learning about oyster farming. Fresh oysters, bread, and local wine!](image3)

![My new friends.](image4)

*Pat Cappelletti*

*Patc2765@gmail.com*