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CAPITAL MANAGEMENT

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Invidia Capital Management Makes Growth Investment in Now Optics

Investment underscores ICM's strategy of partnering with clinically differentiated healthcare platforms that expand access to care in a cost-effective manner

NEW YORK, November 2, 2026 — Invidia Capital Management ("ICM") today announced its investment in Now Optics, a leading tech-enabled, value-oriented eye care platform operating under the Stanton Optical brand.

Now Optics Holdings, LLC and its subsidiaries ("Now Optics") operates more than 300 owned and franchised Stanton Optical stores across 33 states. Since 2006, Now Optics has focused on making prescription eyewear more affordable and accessible, combining a vertically integrated retail model and proprietary teleoptometry platform. Daniel Stanton, Founder and CEO who has scaled the platform since inception, will continue to lead the business.

"We built Now Optics around a simple idea: that a comprehensive eye exam and a pair of glasses should be available the same day, at a price people can afford. We believe partnering with ICM provides us the capital and the operating expertise to bring our services to considerably more communities. This is the next chapter of growth for the business, and we look forward to building it together with ICM," said Daniel Stanton.

ICM views Now Optics as a compelling platform given its category leadership in teleoptometry, its position in the value segment of eye care, which has demonstrated stable growth across economic cycles, and its vertically integrated operating model. The investment reflects ICM's focus on partnering with healthcare services and technology-enabled platforms that seek to improve access to care while reducing cost to the patient.

"Now Optics represents everything we look for in a platform investment — a differentiated clinical delivery model, genuine category leadership, and a significant runway for growth. ICM plans to support the Company through continued investment in technology, expansion of its clinical service offerings, and the opening of new locations. We are proud to partner with Daniel and the Now Optics team, and we believe the continued shift of consumers toward accessible, affordable eye care creates an opportunity for the business to scale meaningfully," said Jo Natauri, Founder and Managing Partner of ICM.

J.P. Morgan Securities LLC served as exclusive financial advisor and Eversheds Sutherland served as legal counsel to Now Optics. Latham & Watkins LLP served as legal counsel and Bass, Berry & Sims PLC served as regulatory counsel to ICM in connection with the transaction.

About ICM

ICM is an investment firm headquartered in New York focused on the healthcare sector. The firm brings a differentiated approach to building high-quality businesses by delivering strategic and operational expertise to drive growth and innovation. ICM's investment team and advisors bring extensive relationships and decades of domain experience to partner with exceptional leaders and companies, building upon their success to drive

outperformance. ICM's mission is to create durable, long-term value across the healthcare ecosystem for patients, providers, and payors.

For more information, please visit https://invidiacap.com.

About Now Optics

Now Optics Holdings, LLC and its subsidiaries ("Now Optics") own and franchise a chain of retail optical stores in the United States, operating under the Stanton Optical brand. Founded in 2006 and headquartered in Delray Beach, Florida, the company is a vertically integrated optical retailer: it manufactures/sources and sells prescription eyewear (frames and lenses) and provides management, administrative, and technology services – including a proprietary teleoptometry platform – to independent professional optometric practices that provide eye exam and related services to patients. As of December 2025, the Company operated 320 owned and franchised stores across 33 states.

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