

For Immediate Release

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IRIS Teams Up with DIAGNOS to Implement Artificial Intelligence (AI) Technology through the INVEST-AI Program

Montreal (June 9, 2021) – IRIS the Visual Group (1990) Inc. (“**IRIS**” or the “**Company**”) announces signing a multi-year agreement with Diagnos Inc. (“**DIAGNOS**”) to implement the use of Artificial Intelligence (“**AI**”) to analyze retinal images. This use of AI will assist IRIS’ network of optometrists with the identification and monitoring of eye health conditions.

Initially, implementation of AI at IRIS will involve specially selected clinics in the province of Quebec. Over a two-year timeframe, these clinics will adapt the current DIAGNOS platform to better meet the needs of optometrists, generate reports that can assist with providing important health information to patients and improve the algorithms to help with the early identification and monitoring of conditions such as diabetes and high blood pressure. This implementation is supported by the INVEST-AI Program, managed by IVADO Labs, who receives financial contribution from the Government of Quebec to facilitate the transfer of AI to industry.

In addition, DIAGNOS has entered into a 7-year agreement with New Look Vision Group Inc. (“**New Look Vision**”), IRIS’ parent company. Today, the New Look Vision network totals 406 locations operating across North America. Outside of the initial implementation, supported by the INVEST-AI Program, this agreement further supports the development and deployment of AI across the broader network.

“IRIS continues to be at the forefront of implementing technology driven solutions for clinical optometry and optical retail. The combination of technological advancement and clinical experience will help elevate the health care experience and improve patient outcomes. Artificial Intelligence will raise our standard when it comes to quality of care and we are eager to collaborate with DIAGNOS,” said Eric Babin, President of IRIS.

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“Teaming up with IRIS and New Look Vision presents us with a great opportunity to adapt our solution for the optometry market and integrate the specificities of the Quebec population. New Look Vision has an extensive network of over 400 locations across North America. The announcement provides us a step-by-step approach and roadmap for successful deployment across their network,” said André Larente, President of DIAGNOS.

About IRIS

IRIS was founded in 1990 in Quebec. Since that time, IRIS has developed into the largest network of optometrists, opticians and ophthalmologists operating under the same banner across Canada. The Company’s locations combine clinical optometry and optical retail to provide a unique concept and a commitment to offering top quality products and services in the field of eyecare. For additional information please visit www.iris.ca or consult our LinkedIn page.

About DIAGNOS

DIAGNOS is a publicly traded Canadian corporation dedicated to early detection of critical health problems based on its FLAIRE Artificial Intelligence (AI) platform. FLAIRE allows for quick modifying and developing of applications such as CARA (Computer Assisted Retina Analysis). CARA’s AI-based image enhancement algorithms provide sharper, clearer and easier-to-analyze retinal images. CARA is a cost-effective tool for real-time screening of large volumes of patients. CARA has been cleared for commercialization by the following regulators: Health Canada, the FDA (USA), CE (Europe), COFEPRIS (Mexico) and Saudi FDA (Saudi Arabia). Additional information is available at www.diagnos.ca and www.sedar.com