



PRESS RELEASE

„GERMANY'S MOST DESIRABLE EMPLOYERS“:

MENRAD receives FAZ Institute award for the 3rd time in a row

As in the previous two years, MENRAD the vision was again named one of Germany's most desirable employers in 2021. With 83.38 out of 100 possible points, MENRAD is one of the two best-ranked companies among the manufacturers of spectacle frames and contact lenses. The relevant reputation factors for the evaluation are employer performance, management, profitability, products & service, family friendliness and sustainability.

Attracting qualified employees to a company is difficult and complex in times of a shortage of skilled workers. Good pay and career opportunities are no longer the only important decision-making criteria when deciding on a job. A positive working atmosphere, good working conditions, work-life balance and the compatibility of family and career as well as social, economic and ecological responsibility are important factors for companies to significantly increase their attractiveness to potential employees.

The FAZ Institute analyzed 18,200 companies in Germany to find out the most popular employers. MENRAD ranks second in its sector. "For us as a service-oriented family-owned company, the satisfaction and loyalty of our employees are important to us. The repeated award indicates that high standards are lived in our company. We are delighted that our appreciation of our employees has been acknowledged and returned in this form," the managing brothers Hermann and Eberhard Müller-Menrad emphasise the importance of this award.

Further information on the survey method and the results of the FAZ Institute can be found here: <https://www.faz.net/asv/deutschlands-begehrteste-arbeitgeber/>

Background information

MENRAD the vision was founded in 1896 and is a family-owned company led in the fourth generation. With headquarters in Germany and under the management of the brothers Hermann and Eberhard Müller-Menrad, the company today has more than 700 employees and sells in over 100 countries. This makes it one of the leading companies in the eyewear industry. MENRAD has been operating its own production facility in Jieyang, China, since 1997. With the in-house brands MENRAD and Blueberry as well as the license brands Bogner, Davidoff, Jaguar, Joop! and Morgan Menrad sells on all continents in the premium eyewear segment from its world famous brand portfolio. Info at: www.menrad.com

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