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 **lucyd**[®]

 **Nasdaq** | LUCY



**MISSION:**

Smartphones and watches have improved on their original formats with digital connectivity, and eyewear is undergoing the same transformation.

Lucyd leads the smart eyewear revolution by offering products that are so advanced and accessible, that it is immediately obvious that switching to Lucyd eyewear is easier than continuing to use regular glasses. In the future, when the majority of eyewear will be smart, we aim to make Lucyd the global standard in value, utility and style.

VISION:

Lucyd's vision is to improve your life by providing tech-enhanced eyewear that makes it easier and safer than ever to stay connected.



BRAND SLOGAN

UPGRADE YOUR EYEWEAR®

A fusion of tech & fashion Through a Modern Lens

Adding smart features to eyewear
takes the world's most important
wearable to a new level.

It's more than just glasses in headphones in one:

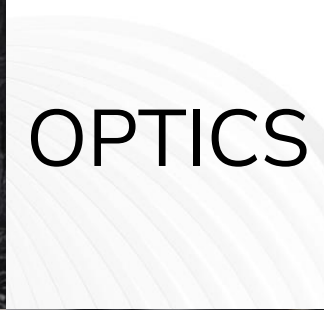
- It's a functional fashion accessory
- It's instant access to voice assistants like Siri®
- It's a way to take calls with just a click







Mood Board



PRESCRIPTION

EARTHBOUND

STANDARD FIT



SHIMMER

NARROW FIT



ELECTRA

STANDARD FIT



STARLYTE

NARROW FIT



FUSION

STANDARD FIT



STARSEEKER

STANDARD FIT



SUNGLASSES

DARKSIDE

STANDARD FIT



VOYAGER

STANDARD FIT



DYNAMO

STANDARD FIT



NEBULA

NARROW FIT



ECLIPSE

NARROW FIT



MOONSHOT

NARROW FIT





SUNGLASSES

MILLENNIA

STANDARD FIT



STARLYTE

NARROW FIT



PENUMBRA

STANDARD FIT



ELECTRA

STANDARD FIT



STRATUS

NARROW FIT



SHIMMER

NARROW FIT



SUNGLASSES

FUSION STANDARD FIT



EARTHBOUND STANDARD FIT



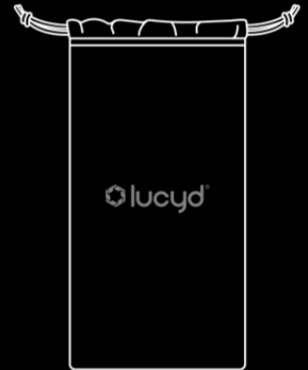
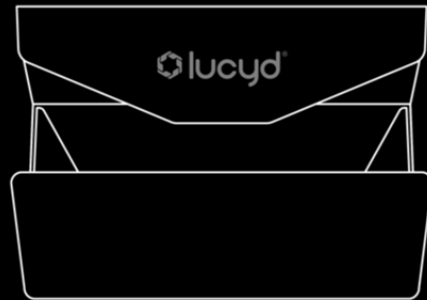
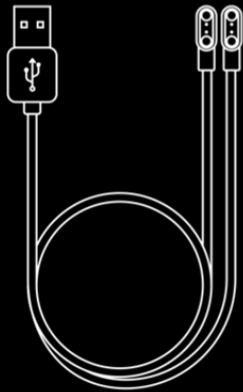
STARSEEKER STANDARD FIT





CONTENTS:

All You Need In One Box



- Contact charging cable.
- Wall AC Adapter.
- Foldable protective carrying case.
- Microfiber cleaning cloth.
- Deluxe reusable box.
- Easy quick-start guide.

Lucyd Lyte Frame Technology

Best-in-class

Active lifestyle “In Motion” functionality allows the wearer to be present in the moment, seamless integration and less distraction.

Lucyd Lyte supports handsfree navigation, calls and messaging, so your clients can move safely while staying connected.

[The National Safety Council](#) reports that cell phone use while driving leads to 1.6 million crashes each year. Nearly 390,000 injuries occur each year from accidents caused by texting while driving. 1 out of every 4 car accidents in the United States is caused by texting and driving. Texting while driving is 6x more likely to cause an accident than driving drunk.



Lucyd Lyte

Best-in-class



**Offered In 15+ Styles That Match
The Look & Feel Of Optical Glasses**

**Weight Of 1.50 Oz Or Less
(Necessary For All-day Wear)**

Over 11 Hours Of Battery Life

MSRP Below \$200

	RAY-BAN STORIES	SNAPCHAT SPECTACLES	AMAZON ECHO	BOSE FRAMES	LUCYD LYTE 2.0
Offered In 15+ Styles That Match The Look & Feel Of Optical Glasses	—	—	—	—	+
Weight Of 1.50 Oz Or Less (Necessary For All-day Wear)	—	—	+	—	+
Over 11 Hours Of Battery Life	—	—	—	—	+
MSRP Below \$200	—	—	—	—	+

*Note: Actual battery life of all products will depend on use. Data in this table is based on publicly available product information, as of December 2022.

Lucyd Lyte

Best-in-class



	RAY-BAN STORIES	SNAPCHAT SPECTACLES	AMAZON ECHO	BOSE FRAMES	LUCYD LYTE 2.0
Cordless Charging Dock & Pro Insurance Upsells	—	—	—	—	+
Water Resistant	—	—	+	+	+
Bluetooth Compatibility	—	+	+	+	+
Full Optical Office Merchandising Support Including VTO Device	—	—	—	—	+

*Note: Actual battery life of all products will depend on use. Data in this table is based on publicly available product information, as of December 2022.



Audience & Market

THE WEARABLES MARKET IS EXPLODING AND IS EXPECTED TO REACH \$265.4 BILLION BY 2026.

60% of all wearables are “hearables,” i.e. Bluetooth-enabled devices.
18-24 year olds are responsible for 16% of market growth.
25-34 year olds are responsible for 36.4% of market growth.

CURRENT DEMOGRAPHICS

INSTAGRAM: 58% male, 42% female.

SITE TRAFFIC LARGEST AGE DEMOGRAPHIC:

Age 18-34, 53%.

25-34 male, strongest converting demographic.

45-54 male, second strongest.

STRONGEST INTERESTS OF CORE AUDIENCE: Business Professionals, Golfers, Sports Fans and Business Travelers.

TOTAL ADDRESSABLE MARKET

\$33.8bn total projected 2023 US eyewear market.¹

Over 160 million prescription glasses wearers in the US alone.²

Over 220 million non-Rx sunglass wearers in the US alone.³

Worldwide, as many as 4 billion people wear glasses of some type.⁴



Sources:

- 1) <https://www.statista.com/outlook/cmo/eyewear/united-states#:~:text=Revenue%20in%20the%20Eyewear%20market.US%2413.30bn%20in%202023.>
- 2) [https://www.pinnacleeyes.com/contactsandglasses#:~:text=Refractive%20Vision%20Correction%20is%20a,Florida\)%20also%20wearing%20contact%20lenses.](https://www.pinnacleeyes.com/contactsandglasses#:~:text=Refractive%20Vision%20Correction%20is%20a,Florida)%20also%20wearing%20contact%20lenses.)
- 3) https://thevisioncouncil.org/sites/default/files/assets/media/TVC_OrgOverview_sheet_2021.pdf
- 4) <https://www.reference.com/science-technology/many-people-world-wear-glasses-e1268cfa00b9bd41>

Exclusive Multi-Year Brand Licenses

In addition to creating some of the world's leading smart eyewear products under the Lucyd brand, we have acquired two multi-year global licenses to the leading Nautica and Eddie Bauer fashion brands.

We will launch our co-branded *Powered by Lucyd™* frames in Nautica and Eddie Bauer stores and ecommerce experiences in 2023-2024.



NAUTICA

Eddie Bauer®

Introducing the World's First Smart Eyewear with ChatGPT



Our patent-pending Lucyd app provides a new frontier in functionality for our smart eyewear and other wearable devices. Launched April 2023 for iOS and Android.

It enables the user to speak queries to ChatGPT handsfree from any wearable and hear the response, or use a simplified, mobile friendly visual interface.

A powerful and free upgrade for all Lucyd eyewear, and a new channel for connecting with customers about new products.



COMPATIBILITY

Compatible Apps

Accessible via voice assistant on
Lucyd Lyte SMART eyewear.

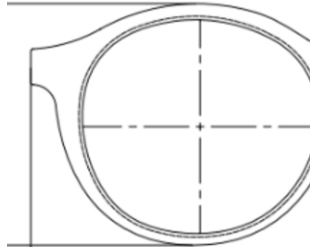


Android users have the added flexibility
of using Google Voice, Alexa and Bixby.



The Lucyd team has also developed three apps to
support the smart eyewear experience.

Intellectual Property



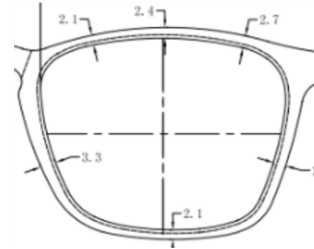
Brand

Our technical features, custom styles, premium packaging and highly competitive pricing differentiate us from other smart eyewear products.



Trademarks

Innovative Eyewear holds 11 trademarks on the Lucyd brand identity, portal logo, “Lyte” glasses and “Upgrade Your Eyewear” slogans, and multi-year global licenses for Nautica & Eddie Bauer for smart eyewear.



Patents

Innovative Eyewear has **63** patents and applications pending protecting our smart eyewear design, technology, and companion software.



2022

It was our biggest year yet! We have been growing rapidly and have launched our IPO! Find us on the Nasdaq: LUCY. The Robinhood app is an easy way to invest and follow the stock's progress.

We also introduced our boldest styles yet of Lucyd Lyte, including the Jupiter style, the world's lightest smart eyewear at just 28 grams. Additionally, we have launched our cordless charging dock, making it easier than ever to keep your glasses charged.



2019

We were founded by three tech entrepreneurs committed to developing the global standard in smart eyewear. We set out to build the first smart eyewear that looks and feels just like regular glasses, while helping you stay connected to your digital life. Our initial funding came from crowdfunding and Tekcapital plc, a university IP investment firm.

2021

Here is where our story takes off in earnest! In January 2021, we launched the Lucyd Lyte line, the first optical-quality smart frame on the US market. We went on to delight thousands of customers with our frames and onboard over 180 optical stores in North America. See our store locator here! We finished out the year by launching our awesome Vyrb app into beta, download it here!

2020

After a year of rigorous research and development, we launched a notable beta product, Lucyd Loud 2020, a sport-style audio sunglass. In 2020, we also launched an over-subscribed regulation crowdfund, attracting nearly 4,000 tech-loving investors to our company and raising over \$1m from a grassroots campaign.

Glasses Will Never
Be The Same



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