



innovative
eyewear



Nasdaq



LUCY



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The words “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “target,” “will,” and similar expressions are intended to identify forward looking statements, although not all forward looking statements contain these identifying words. These “forward looking statements” are only predictions, and we may not actually achieve the plans, intentions or expectations disclosed in our “forward looking statements,” so you should not place undue reliance on our “forward looking statements.” Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward looking statements we make. We have based these “forward looking statements” largely on our current expectations and projections about future events and trends that we believe may affect our business, financial condition and operating results. These and other risks and uncertainties are described more fully in the section titled “Risk Factors” in the preliminary prospectus related to our initial public offering filed with the Securities and Exchange Commission (“SEC”). “Forward looking statements” contained in this presentation are made as of this date, and we undertake no duty to update such information except as required under applicable law.

The “forward looking statements” included in this presentation represent our views as of the date of this presentation. We anticipate that subsequent events and developments will cause our views to change. However, while we may elect to update these “forward looking statements” at some point in the future, we have no current intention of doing so except to the extent required by applicable law. You should, therefore, not rely on these “forward looking statements” as representing our views as of any date subsequent to the date of this presentation.

This presentation contains estimates made, and other statistical data published, by independent parties and by us relating to market size and growth and other data about our industry. We obtained the industry and market data in this presentation from our own research as well as from industry and general publications, surveys and studies conducted by third parties. This data involves a number of assumptions and limitations and contains projections and estimates of the future performance of the industries in which we operate that are subject to a high degree of uncertainty. We caution you not to give undue weight to such projections, assumptions and estimates.

Innovative Eyewear Inc.



Founded 2019

Prescription. Tech. Fashion.

112 Patents and applications

Beautiful, ergonomic frames in 38 styles

Light weight with 12 hr battery life for all day comfort

ChatGPT enabled

○ We introduced the world's first smart eyewear powered 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.

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





Fashion Forward.

In addition to the Lucyd® house brand, Innovative Eyewear has acquired global, multi-year licenses to several leading fashion and sport brands for smart eyewear, to be launched in Q4 2023-2024.

NAUTICA

SMART EYEWEAR
POWERED BY LUCYD®

EDDIE BAUER 

SMART EYEWEAR POWERED BY LUCYD®


Reebok



JANUARY '24

Launched Nautica
Powered by Lucyd®
collection with eight
styles for sport and
resort.

NAUTICA

SMART EYEWEAR
POWERED BY LUCYD®






NAUTICA


SMART EYEWEAR POWERED BY LUCYD®





 LIGHTWEIGHT EYEWEAR
Artfully Engineered
By Our Optical Designers

CONTROL
BUTTONS 



 CRYSTAL-CLEAR AUDIO
Dual Noise Cancelling
Microphones

 IMMERSIVE SOUND
With 4 Powerful Open-Ear Speakers
For Situational Awareness

 ALL DAY CONNECTION
12h Of Music/Talk Time Per Charge
Rechargeable Li-Ion Battery

 UV400 POLARIZED LENSES
Block Up To 99% Of UV Rays
And Reduce Sun Glare

BLUE LIGHT LENSES
Aid In Reducing Eye Strain
And Fatigue



NAUTICA

SMART EYEWEAR
POWERED BY LUCYD®

COMMANDER



DOCKSIDE



FATHOM



SPYGLASS



SPYGLASS BLUE LIGHT



ADMIRAL



TAILWIND



CORSAIR



SURGE



SURGE BLUE LIGHT



COLLECTION FEATURES:

- 8 Frames for Men and Women
- Polarized or Blue Light Lenses
- Fits Narrow to Wide Faces
- Spring Hinges, Premium Hardware, Upgraded Temples
- Wayfarers, Aviators, Round, Rectangle and Browline Styles
- All Day Battery Life, 4 Speakers, 2 Microphones, Access to Chat GPT

APRIL '24

Launched Eddie Bauer
Powered by Lucyd
collection, featuring the
first rimless smartglass.

EDDIE BAUER 

SMART EYEWEAR POWERED BY LUCYD®





EDDIE BAUER

SMART EYEWEAR POWERED BY LUCYD®

EXPLORER



VELOCITY



HORIZON



NAVIGATOR



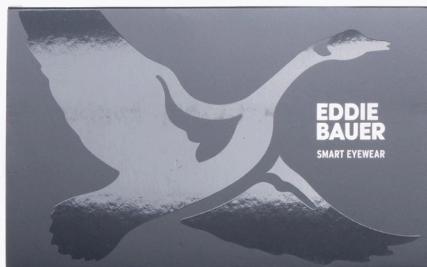
COLLECTION FEATURES:

- 4 Frames for Men & Outdoor Lovers
- First Rimless Smart Eyewear in the World
- Wireless Charging Docks Included
- Spring Hinges, Premium Hardware, Upgraded Temples
- Turquoise, Matte, Rimless and Luxury Design
- All Day Battery Life, 4 Speakers, 2 Microphones, Access to ChatGPT



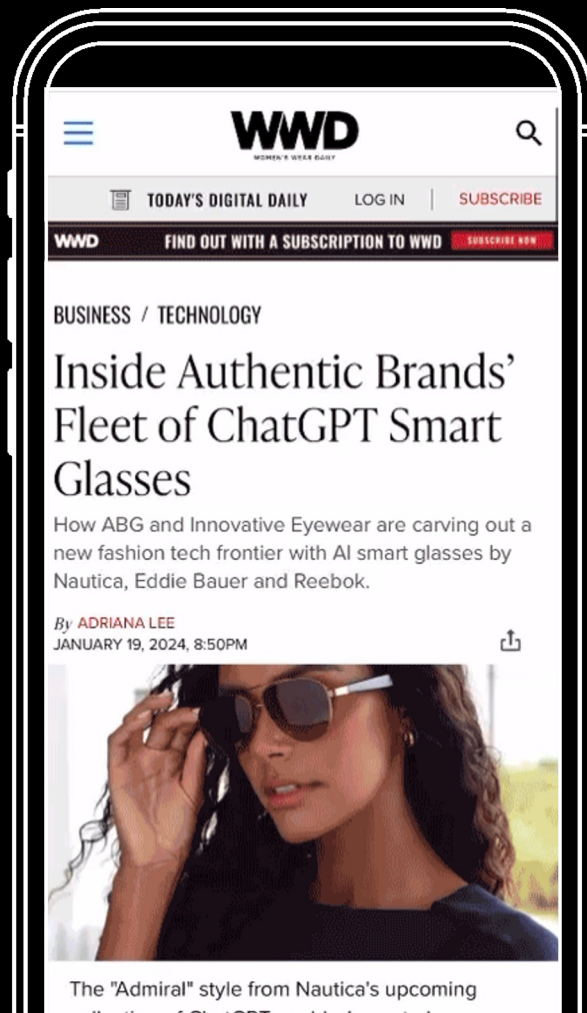
EDDIE BAUER

SMART EYEWEAR POWERED BY LUCYD®



JANUARY '24

Feature story in Women's Wear Daily.



MARCH '24

Completed Modular Display System to support any retail environment.



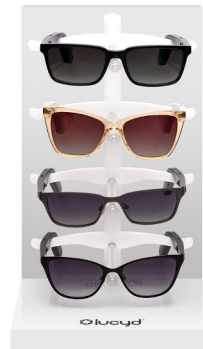
Frame Board Info Attachments



LCD006-BT4
Shelf Side Piece - White



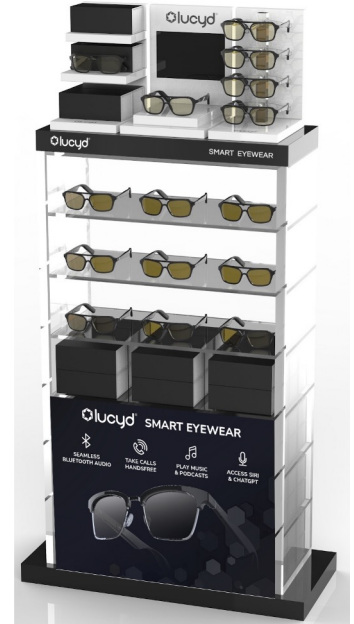
LCD006-BT5
Audio Display - White



LCD006-BT3
Rack Side Piece - White



LCD006-BT
Video Display Centerpiece - White



LCD006-BT10
Bookshelf Endcap Display

APRIL '24

Signed UK Football Legend &
CBS/Sky Broadcaster Micah
Richards as brand ambassador.



Team Lucyd:



Monique Billings
WNBA Pro



Emmanuel Ogbah
NFL Pro



Chris Clark
Pro Golfer



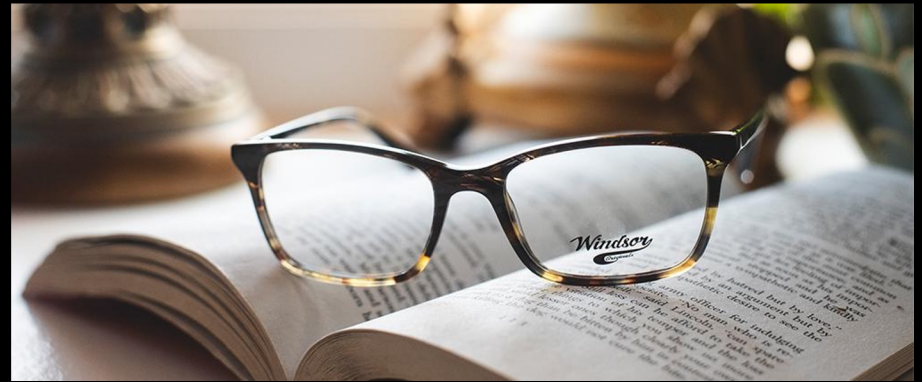
Hadar Adora
Musical Artist

APRIL '24

Announced partnership
with international
eyewear distributor,
Windsor Eyes.



WINDSOR EYES



APRIL '24

Retail partner New Look Group, a chain of 450+ eyewear shops in Canada and the US, launches Lucyd online and in 10 premier locations.

GROUPE VISION
NEW LOOK INC.





Q4 '24

armor SMART SAFETY GLASSES

Announced patents filed for 1st smart safety glasses.

Powered by Lucyd®





Q3 '24

Coming Soon:

Reebok



Powered by Lucyd®



2024



This year, we will have 38 styles of smart eyewear, the most of any US company. No one else comes close.





Upgrade your Eyewear®