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 **lucyd**[®]

 **Nasdaq** | LUCY



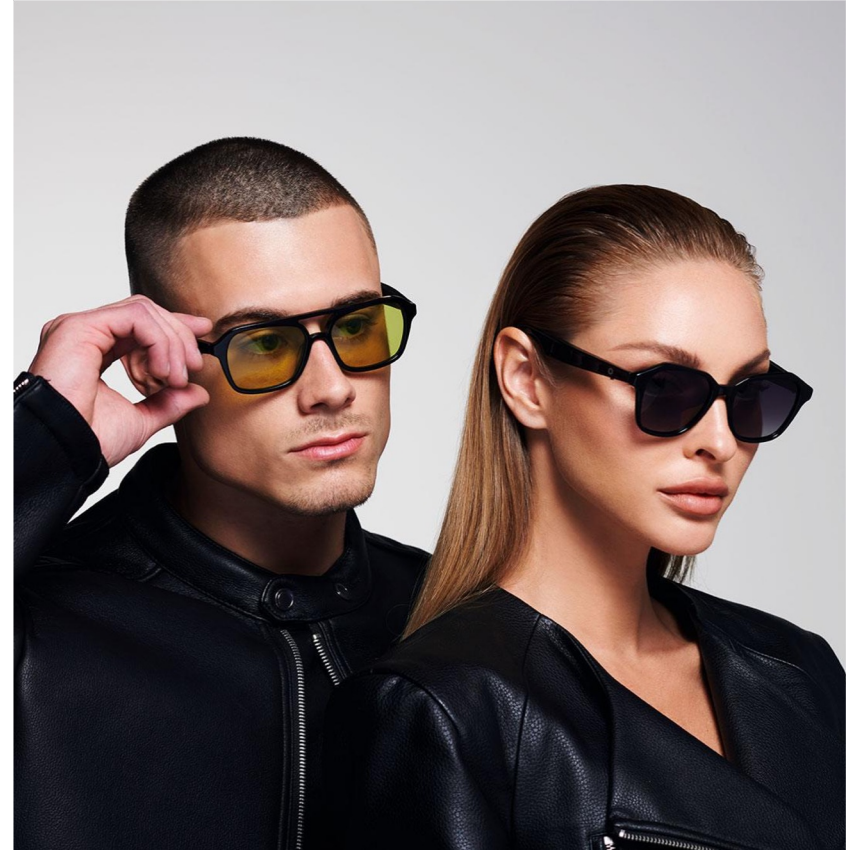


Prescription. Tech. Fashion.

Our mission is to build the global standard in smart eyewear, by providing an unbeatable combination of style, utility and value.

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

UPGRADE YOUR EYEWEAR ®





Prescription. Tech. Fashion.

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



Eddie Bauer®



Reebok®

Company Highlights



Robust IP Portfolio
With 63 patents & applications. Global license ownership of the Lucyd, Nautica, Eddie Bauer & Reebok brands for smart eyewear.



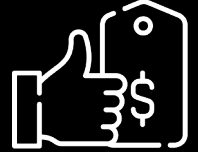
Cross-industry Pioneers
Fusing the traditional optical and sunglass markets with 21st century wearable market.



Extensive Number of Styles
The Lucyd brand offers a leading number of smart eyewear styles (21) for men, women and youth.



Software Suite
We have built a smart eyewear ecosystem with two mobile apps incorporating voice social media and ChatGPT in designer eyewear.



Attractive Pricing
Lucyd eyewear starts at \$199 for the Lyte 2.0, with prescription upgrades starting at just \$40, extremely competitive with regular glasses.



LUCYD APP

Introducing the world's first smart eyewear powered with ChatGPT.

A variety of best-in-class features, including seamless connection to the world's most powerful AI, makes Lucyd eyewear the clear choice for consumers.

- Since Lucyd eyewear is essentially headphones and glasses in one, it eliminates the need for a separate hearable device if you wear glasses.
- Accessing audible information and apps on a heads-up wearable is more ergonomic than looking at a phone screen.
- We believe Lucyd eyewear offers the most frame and lens style options of any smart eyewear designed in the US.
- Pricing similar to regular glasses makes it easy for the consumer to adopt our smart eyewear.





NAUTICA COLLECTION

NAUTICA

NAUTICA® POWERED BY LUCYD

Introducing the Lucyd Nautica Collection - a fresh take on smart eyewear, inspired by the timeless allure of the sea. Our brand new styles, coupled with tech upgrades such as superior sound, enhanced microphones, and, for the first time, metal spring hinges, set a new standard in eyewear. These hinges ensure a tailored fit and unparalleled comfort for all-day wear. Dive into the Lucyd Nautica Collection - where innovation sails with style.



COMMANDER LCD 007-10

STANDARD FIT

Lens Size: 55 Bridge Size: 19 Temple Size: 150 Frame Width: 145



TAILWIND LCD007-20

STANDARD FIT

Lens Size: 53 Bridge Size: 20 Temple Size: 150 Frame Width: 141



DOCKSIDE LCD007-30

STANDARD FIT

Lens Size: 55 Bridge Size: 21 Temple Size: 150 Frame Width: 148



FATHOM LCD007-40

WIDE FIT

Lens Size: 56 Bridge Size: 16 Temple Size: 150 Frame Width: 147



CORSAIR LCD007-60

WIDE FIT

Lens Size: 58 Bridge Size: 15 Temple Size: 150 Frame Width: 145



ADMIRAL LCD007-70

WIDE FIT

Lens Size: 58 Bridge Size: 14 Temple Size: 150 Frame Width: 144



SURGE LCD 007-50

Lens Size: 57 Bridge Size: 18 Temple Size: 145 Frame Width:
146



SURGE LCD 007-51

STANDARD FIT

UNIVERSAL NOSEPAD



SPYGLASS LCD006-80

Lens Size: 51 Bridge Size: 21 Temple Size: 150 Frame Width:
141



SPYGLASS LCD006-81

NARROW FIT



NAUTICA PACKAGING



COLLECTION

LUCYD LYTE® 2.0 | XL EDITION

Discover the new Lucyd 2.0 XL Edition - an impressive upgrade to our best-selling styles, now available in spacious XL sizes and the ever-popular Aviator style. This collection takes smart eyewear to new heights with advanced software and enhanced audio capabilities. Our microphones have been fine-tuned for the best call and voice assistant experience. But the game-changer is the introduction of metal spring hinges for the first time in smart eyewear. These hinges offer unparalleled flexibility and comfort, adjusting to your face's unique shape for a personalized fit. They significantly reduce pressure on the temples, allowing you to wear your glasses longer without discomfort. Experience the perfect blend of style, comfort, and cutting-edge technology with the Lucyd 2.0 XL Edition.



DARKSIDE XL SUNGLASS LCD006-12

BLUE LIGHT LCD006-13

WIDE FIT

Lens Size: 58 Bridge Size: 19 Temple Size: 150 Frame Width:
151



ECLIPSE XL SUNGLASS LCD006-32

BLUE LIGHT LCD006-33

WIDE FIT

Lens Size: 58 Bridge Size: 19 Temple Size: 150 Frame Width:
152



VOYAGER XL SUNGLASS LCD006-44

BLUE LIGHT LCD006-45

WIDE FIT

Lens Size: 60 Bridge Size: 17 Temple Size: 150 Frame Width:
160



EARTBOUND XL SUNGLASS LCD006-142

Lens Size: 57 — Bridge Size: 20 — Temple Size: 150 — Frame Width: 154



BLUE LIGHT LCD006-143

WIDE FIT



ANTIMATTER XL SUNGLASS LCD006-160

Lens Size: 62 — Bridge Size: 14 — Temple Size: 150 — Frame Width: 151



BLUE LIGHT LCD006-161

WIDE FIT



JUPITER XL SUNGLASS LCD006-170

Lens Size: 62 — Bridge Size: 14 — Temple Size: 150 — Frame Width: 151



BLUE LIGHT LCD006-171

WIDE FIT



COMPETITIVE LANDSCAPE

Lucyd Lyte



**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

¹ 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. MSRP listed above is for the base model.

MSRP Below \$200

² MSRP only below \$200 with regard to standard frames, as the titanic frames offered by Lucyd start at \$229.

	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	—	—	—	—	+

Lucyd Lyte



	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 Virtual Try-on	—	—	—	—	+
Chat GPT Enabled	—	—	—	—	+

*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.



COMPATIBILITY

Compatible Apps

A selection of compatible apps, accessible via voice assistant on Lucyd Lyte SMART sunglasses.



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



Variety of the apps accessible via voice on our smartglasses:

- Ridesharing
- Navigation
- Stocks
- Money Transferring
- Messaging
- Emailing
- Voice Memo and Notes



Modular Display System

Our luxurious new activated fixtures make it easy to build the perfect fit for your shop. Supports a wide range of available countertop widths, built around a video or audio demo centerpiece.

- 10" video centerpiece in glossy white or black
- Side pieces to accommodate as many frames as you want to display
- Video can be updated simply with a new SD card
- Replaceable poster updated seasonally
- Choose between an audio demo station or the video centerpiece





Audience & Market

THE EYEWEAR MARKET IS LARGE AND RAPIDLY GROWING¹

TOTAL ADDRESSABLE MARKET

\$33.8bn total projected 2023 US eyewear market.²

Over 160 million prescription and over 220 million non-Rx sunglass wearers in the US alone.³

Worldwide, as many as 4 billion people wear glasses.⁴

1-<https://www.grandviewresearch.com/industry-analysis/eyewear-industry>

2-<https://www.statista.com/outlook/cmo/eyewear/united-states#:~:text=Revenue%20in%20the%20Eyewear%20market,US%2413.30bn%20in%202023>

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-e1268cfa00bdbc41>

KEY CHANNEL PARTNERS



brookstone

METRO OPTICS
EYEWEAR

amazon
launchpad

Walmart.com

AVAILABLE
IN 200+ OPTICAL STORES



Meet the Leadership Team



HARRISON GROSS

CEO & Cofounder

Harrison is a smart eyewear developer and marketer. He has created the principal intellectual property behind Lucyd eyewear, including most of its patents. Graduate of Columbia University.



DAVID E. COHEN

CTO & Cofounder

Eric's background is a developer of apps, e-commerce businesses, and software systems. He holds an MS in Advanced Systems Management from Hadassah University.



KONRAD DABROWSKI

CFO & Cofounder

Konrad is a CPA and an experienced financial professional with a background as an auditor at Deloitte and RBI. He holds a Master's in Finance and Accounting from the University of Warsaw.



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 individuals stay connected to their digital life. Our initial funding came from Tekcapital plc, a university IP investment firm.



2020

After a year of rigorous research and development, we launched a 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.

2021

Here is where our story took off in earnest! In January 2021, we launched the Lucyd Lyte line, the first prescription ready smart frame on the US market. We went on to delight thousands of customers with our frames and were onboarded in 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](#)!

2022-2023

We have been growing rapidly and consummated our IPO in Aug. 2022! Find us on the Nasdaq: LUCY. We are so thrilled to be one of the few companies that has grown from a regulation crowdfund to a company listed on the Nasdaq Capital Market.

In 2023, we started making significant progress with our Lyte 2.0 line, which offers best-in-class battery life and designer styling for smart eyewear near the \$200 price point. Additionally, we launched the Lucyd app to enable seamless interaction with ChatGPT on our Lucyd eyewear.



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