



CULT INDIVIDUALITY

Innovative Eyewear Inc.

Nasdaq: LUCY

Investor Presentation - Oct. 2022

FORWARD LOOKING STATEMENTS & DISCLAIMER

This presentation contains “forward looking statements” within the meaning of Section 27A of the Securities Act of 1933 as amended, or the Securities Act, and Section 21E of the Securities Exchange Act of 1934 or the Exchange Act. All statements other than statements of historical facts contained in this presentation, including statements regarding our strategy, future operations, future financial position, future revenue, projected costs, prospects, plans, objectives of management and expected market growth are forward looking statements. These statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the “forward looking statements.”

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.



PIONEERING THE EVOLUTION OF EYEWEAR

Our Mission

UPGRADE YOUR EYEWEAR®

For every activity, Lucyd glasses protect your vision while keeping you safely connected to your digital life.



With our designer, open-ear Bluetooth® glasses, customers can stay focused on their surroundings while making calls, listening to music and using voice assistants.

POISED TO DISRUPT EMERGING SMART EYEWEAR INDUSTRY



CHRIS CLARK
PGA Golfer
& Brand
Ambassador

PRESCRIPTION. TECH. FASHION.

Innovative Eyewear is positioned to become a leading player in smart eyewear by offering Bluetooth glasses with prescription and sunglass lenses at a competitive price.

LucyD Lyte launched January 2021 at \$149.

\$28.3 Billion

Addressable U.S.
Eyewear Market¹

44 Licensed Patents²

Issued and pending on
Eyewear Design &
Technology

56 Lens types

Smart Eyewear Brand
with Optical Designs

In Oct 2022, Innovative Eyewear acquired a multi-year license to the Nautica fashion brand for smart eyewear



**A Global Fashion Brand
with products sold in
65 countries**

1. Source: <https://www.statista.com/outlook/cmo/eyewear/united-states>
2. All current patents are licensed from LucyD Ltd., a subsidiary of our majority stockholder, Tekcapital PLC

INNOVATIVE EYEWEAR: STRONG CORE BUSINESS WITH CLEAR PATHWAYS TO GROWTH



Robust IP Portfolio:

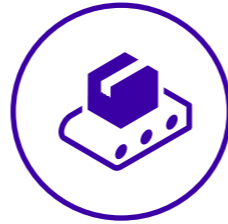
- 44 pending and granted patents. Ownership of the Lucyd brand and multi-year license to the Nautica fashion brand for smart eyewear



Cross-Industry

Pioneers:

- Combining the traditional eyewear markets with the 21st Century wearable market



Anticipated Product

Line Expansion:

- The Lucyd brand currently offers a leading number of frame styles (16) and lens options (56) in the smart eyewear industry



Software

Compatibility:

- Diversified business producing smart eyewear and developing companion software, including the Vyrb™ social media app



Competitive Pricing:

- Starting at \$149 MSRP (\$184 with Rx), Lucyd frames are a value leader, by providing designer glasses and a Bluetooth headset in one.



PRODUCT CAPABILITIES



Monique Billings
WNBA star
& Brand
Ambassador



Hands-Free Utility

Lucyd frames let you answer and decline calls, listen to music and speak with digital assistants like Siri® and Google Voice®, all with quick and simple touch controls.

Voice Assistants on Demand

Make the most of Siri® and other AI assistants. Record memos, send cash, get directions, call an Uber with the touch buttons, or completely hands-free with with "Hey Siri" or "Alexa."

Flexible Connectivity

Our smart eyewear is a fusion of headphones with glasses, bringing vision correction and protection together with digital connectivity, offering a safer solution for listening to music outdoors.



ROBUST INTELLECTUAL PROPERTY PORTFOLIO

The company exclusively licensed an intellectual property portfolio designed to protect its unique eyewear designs and certain technological features of our products.

44 Patents & Applications

The Company has exclusively licensed 41 patents and applications to-date, covering current product designs and certain advanced features such as:

- Vyrb™
- Replaceable front frames
- Multi-channel Bluetooth connectivity

License to a leading international fashion brand

The Company has acquired a multi-year worldwide license to the Nautica fashion brand for smart eyewear.



11 Registered Trademarks & Applications

The Company has acquired the exclusive rights to 11 registered trademarks and applications.



THE LUCYD BRAND MAKES UPGRADING YOUR EYEWEAR EASY



ANY RX AVAILABLE

Available with any prescription, including progressive.



YOUR LYTE, YOUR LENS

A smart eyewear brand focused on optical use with 56 affordable lens types.



CELEBRITY BRAND OFFICERS

Endorsed by Chris Clark, PGA golfer; Monique Billings, WNBA star; Hadar Adora, musician



CUSTOMIZED VISION & SHOPPING EXPERIENCE

Enhanced customer experience with 7-day trial period & fast global shipping.



PROPRIETARY TECH & STYLE

41 pending and issued patents on smart eyewear design and tech.








PRICE MATCHES REGULAR GLASSES

Lyte Polarized UV400 Sunglass: \$149
Standard Rx Lens Upgrade: +\$35

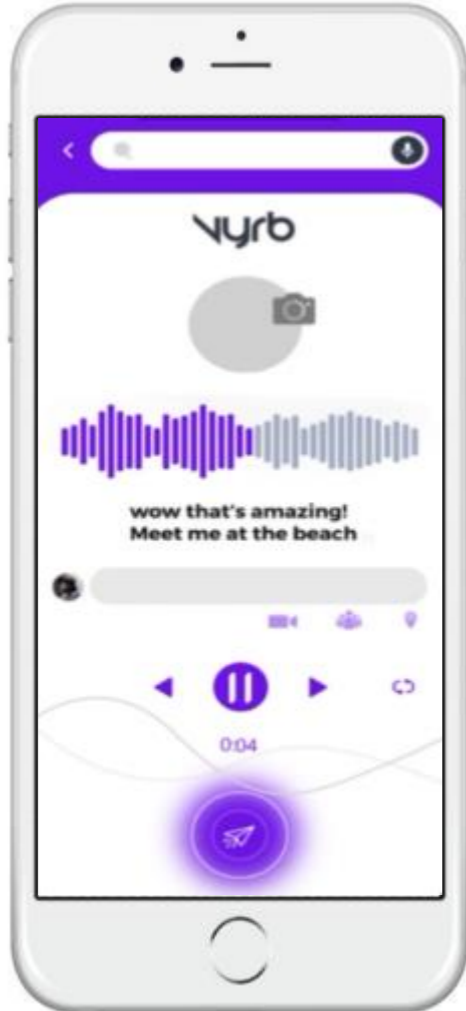


KEY COMPETITORS

	Lucyd Lyte	Bose Frames Tenor	Amazon Echo Frames	Snapchat Spectacle 3	Ray-Ban Stories
Features					
Weight of 1.50 oz or less	✓	✗	✓	✗	✗
Over 6 Hours of Battery Life	✓	✗	✗	✗	✓
Price Below \$150	✓	✗	✗	✗	✗
Prescription Lenses Starting at \$35	✓	✗	✗	✗	✗
Water Resistant	✓	✓	✓	✗	✗
Bluetooth Compatability	✓	✓	✓	✓	✓

*Note: Actual battery life of all products will depend on customer use.

Data in the above table is based on publicly available product information, as of December 2021.



A WEARABLE ECOSYSTEM

We believe that the human voice has gone missing lately. Similar to Clubhouse and Discord, we are bringing it into the online era with Vyrb™, a full social media platform focused on audio.

CORE FEATURES IN DEVELOPMENT

Verbal Posting

Speak your mind to the Vyrb™ network and your favorite platforms, including speech-to-text posting to Facebook®. Post hands-free with Lucyd Lyte.

Hear Your Feed

Enjoy an audible feed of voice blogs, podcasts, posts and music from your followed accounts.

A New Way To Socialize

Create, edit and send dynamic audio messages in real time, with fluid transcriptions. easy editing controls and emoji-like sound "FX".

Social Audio Landscape

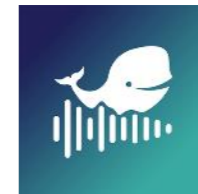
Sample Market Participants



Clubhouse



Discord

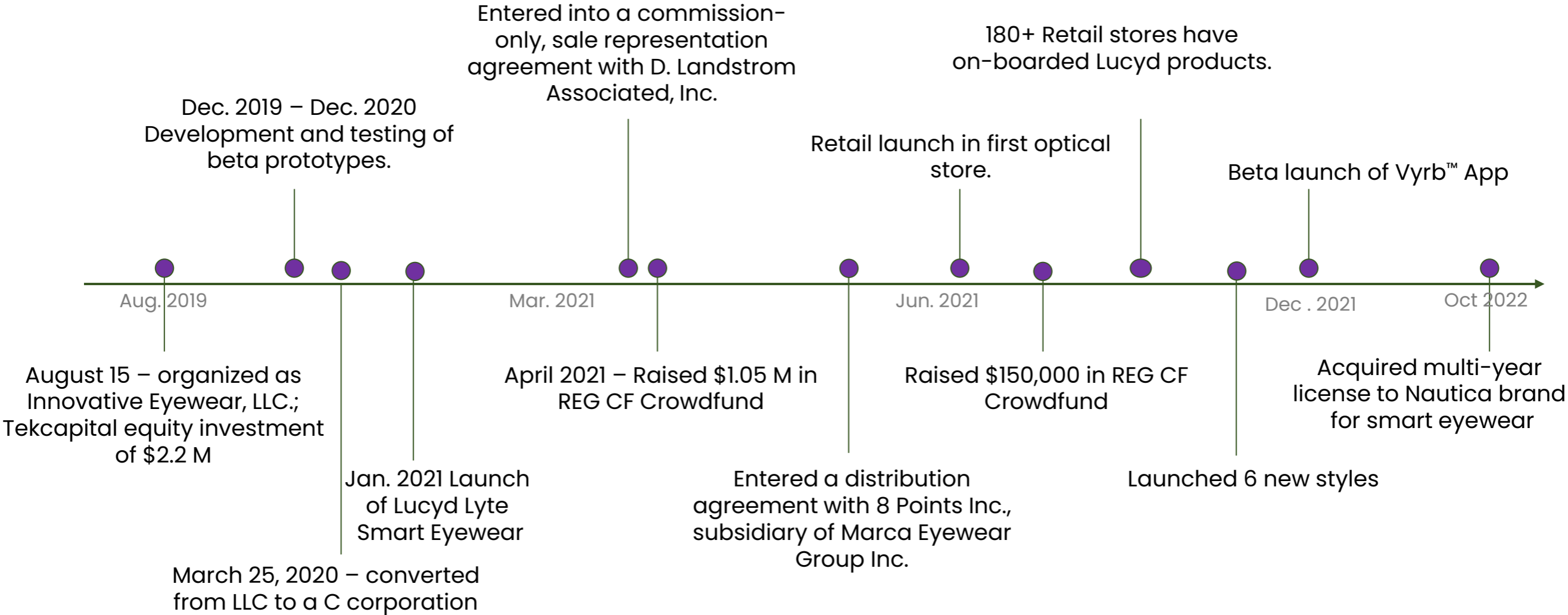


Audlist



Listen

GROWTH TIMELINE ACCELERATED BY STRONG TEAM, CROWDFUND INVESTORS



PRODUCT LINE

DARKSIDE



ECLIPSE



LYTENING



MOONSHOT



MOONBEAM



SUNBEAM



SIX ADDITIONAL LYTE® TITANIUM & SPORT FRAMES
LAUNCHED OCTOBER 2021

STARMAN



0°



SKYWARD



POLARIS



NITROUS



ANTIMATTER





NEW PRODUCTS AND FEATURES IN DEVELOPMENT ANTICIPATED TO BE LAUNCHED IN 2022-2023

- Q1 2022** ● In-store digital try-on kiosk to key retailers;
Upgrade try-on kiosk to enable in-store re-ordering and viewing multiple lens options on the smart glasses.
- Q2 2022** ● Introduce cordless charging dock;
Four new styles of Lucyd Lyte in titanium and acetate.
- Q3 2022** ● Additional lens pack tints for gamers, boat/fishing;
running/cycling & fashionistas;
Ten new styles of Lucyd Lyte for optical resellers;
- Q4 2022** ● Commercial launch of Vyrb™
- Launch Nautica® smart eyewear;
- Q1 2023** ● Introduce first Bluetooth safety glasses;



Note: Due to customer requests, unanticipated developments, supply chain issues and other matters, timing of new product launches may change.

FOCUS ON MULTIPLE LARGE ADDRESSABLE MARKETS, BLUE CHIP DISTRIBUTION CHANNELS AND GROWING MARGINS

Lyte addresses consumer needs in three large sectors: eyewear, hearables & digital assistants.

U.S. ADDRESSABLE MARKET: \$28.3 billion*

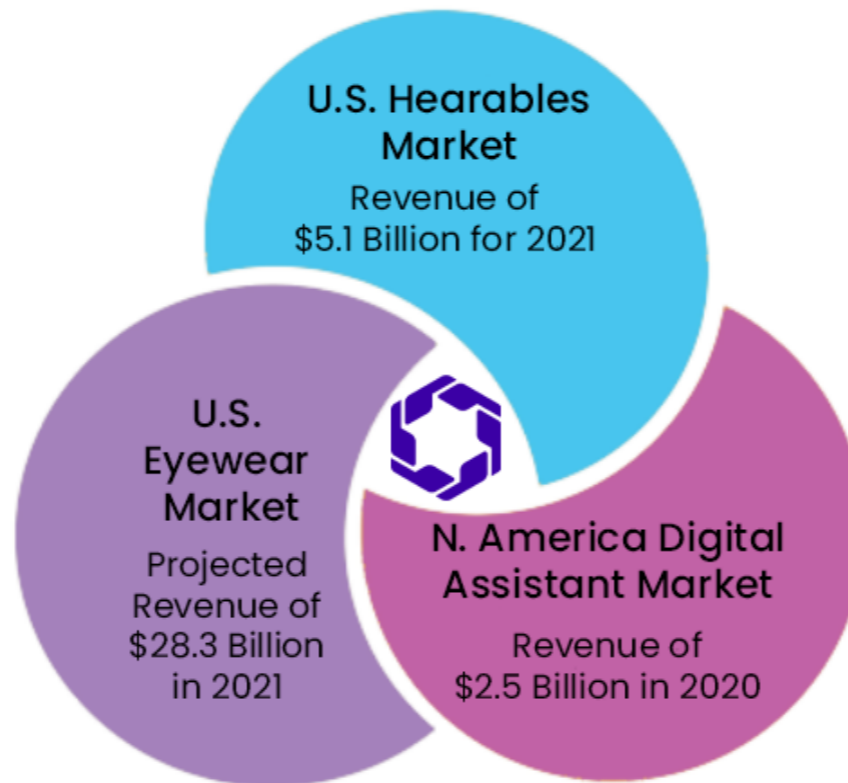
Our major distribution channels are:

- E-commerce (Lucyd.co, Amazon & BestBuy.com)
- Optical stores
- Big Box stores
- Sporting goods stores
- Specialty apparel stores

Product Margins

Direct retail:	60%
Wholesale:	38%

Custom and prescription lenses provide an additional 20% margin when ordered on Lucyd.co. Alternatively, lenses may be outfitted by optical store resellers.



CURRENT CHANNEL PARTNERS



brookstone

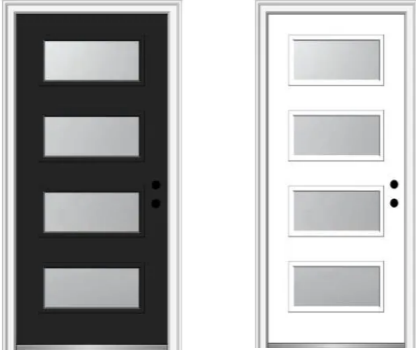
METRO OPTICS
EYEWEAR

ebay
Walmart.com

* Projected revenue for U.S. Eyewear Market is \$28.3 billion, see <https://www.statista.com/outlook/cmo/eyewear/united-states>

CAPITAL LIGHT DISTRIBUTION MODEL

Traditional Eyewear Distribution



**Company
owned
Optical
stores**

E-commerce

VS.

Innovative Eyewear Distribution



**Existing
Optical
stores**

E-commerce

**Sporting
Goods
Stores**

**Big Box
Retail
Stores**

**Specialty
Retail
Stores**

**Safety
Eyewear
Channels**

MEET THE DIRECTORS

WE HAVE ASSEMBLED A BOARD WITH 80 + YEARS OF COMBINED EYEWEAR EXPERIENCE, TO EMPOWER LUCYD TO BECOME A LEADING BRAND IN THE SMART EYEWEAR INDUSTRY.



Harrison Gross
CEO & Cofounder

Former digital media manager at Tekcapital PLC, eyewear innovator. Graduate of Columbia University.



Frank Rescigna
V.P. Global Sales

Previously Frank was President of Viva International Group (a large eyewear company) & SVP of global sales at Wiley X eyewear, a leading eyewear company.



Olivia "Dibby" Bartlett
Independent Director

Dibby Bartlett has served in the optical industry for more than 40 years. She is currently President of the Opticians Association of America & COO of Todd Rogers Eyewear.



Louis Castro
Independent Director

A chartered accountant in the U.K.. He currently serves as a director of Orosur Mining Inc. and Tekcapital PLC and previously served as a director and CFO of Eland Oil & Gas PLC, and director and CEO of Northland Capital Partners Ltd.



Kristen McLaughlin
Independent Director

Kristen is a 19-year veteran of the optical industry. She previously served as director of marketing for Silhouette International and brand manager for Daniel Swarovski Crystal Eyewear.

MEET THE TEAM

WE WERE FOUNDED BY A GROUP OF LIKE-MINDED ENTREPRENEURS WITH THE GOAL OF REVOLUTIONIZING EYEWEAR TO ENHANCE SAFETY & DIGITAL CONNECTIVITY.



Harrison Gross
CEO & Cofounder

Former digital media manager at Tekcapital PLC. Eyewear innovator. With 40+ patents and applications, developer of the Vyrb app and graduate of Columbia University.



David E. Cohen
CTO & Cofounder

Eric's background is in development of web aps for e-commerce, website design and mobile applications. Eric has an M.S. degree in Advanced Systems Management from Hadassah University and a B.S. in Computer Science from the Academy of Bordeaux.



Konrad Dabrowski
CFO & Cofounder

Konrad is the CFO of Tekcapital PLC. Prior to Tekcapital, Konrad was a Global Accounting Manager for Restaurant Brands International (NYSE: QSR), He also served as an Audit Manager at Deloitte. Konrad has a Master's in Finance and Banking from the Warsaw School of Economics and is a Certified Public Accountant.

FINANCIAL RESULTS

INNOVATIVE EYEWEAR, INC.
CONDENSED STATEMENTS OF OPERATIONS
For the three and six months ended June 30, 2022 and 2021
(Unaudited)

	Three Months Ended June 30,		Six Months Ended June 30,	
	2022	2021	2022	2021
Revenues, net	\$ 204,741	\$ 127,027	\$ 440,763	\$ 244,152
Less: Cost of Goods Sold	(161,494)	(94,371)	(323,126)	(202,156)
Gross Profit	43,247	32,656	117,637	41,996
Operating Expenses:				
General and administrative	(710,135)	(225,545)	(1,317,108)	(298,428)
Sales and marketing	(391,919)	(270,811)	(976,714)	(390,857)
Research & development	(52,560)	(19,128)	(88,367)	(26,897)
Related party management fee	(35,000)	(34,975)	(70,000)	(59,975)
Total Operating Expenses	(1,189,614)	(550,459)	(2,452,189)	(776,157)
Other Expense	(2,059)	(3,837)	(2,558)	-
Interest Expense	(45,386)	(14,960)	(63,261)	(24,152)
Total Other Expenses	(47,445)	(18,797)	(65,819)	(24,152)
Net Loss	<u>\$ (1,193,812)</u>	<u>\$ (536,600)</u>	<u>\$ (2,400,371)</u>	<u>\$ (758,313)</u>
Weighted average number of shares outstanding	6,060,187	5,136,686	6,060,187	4,710,620
Earnings per share, basic and diluted	\$ (0.20)	\$ (0.10)	\$ (0.40)	\$ (0.16)

INNOVATIVE EYEWEAR, INC.
CONDENSED BALANCE SHEETS
June 30, 2022 (Unaudited) and December 31, 2021

	2022	2021
TOTAL ASSETS		
Current Assets		
Cash and cash equivalents	\$ 34,878	\$ 79,727
Accounts receivable, net	186,881	43,394
Prepaid expenses	53,611	68,381
Deferred offering costs	173,816	111,149
Inventory prepayment	59,409	64,715
Inventory	325,414	275,501
Other current assets	1,460	1,460
Total Current Assets	<u>835,469</u>	<u>644,327</u>
Non-Current Assets		
Patent costs, net	121,637	87,306
Capitalized software costs	91,248	72,400
Property and equipment, net	52,779	20,284
TOTAL ASSETS	<u>\$ 1,101,133</u>	<u>\$ 824,317</u>
LIABILITIES AND STOCKHOLDERS' (DEFICIT) EQUITY		
Liabilities		
Current Liabilities		
Accounts payable and accrued expenses	\$ 284,604	\$ 167,050
Due to Parent and Affiliates	231,030	160,722
Related party convertible debt	1,937,768	289,029
Total Current Liabilities	<u>2,453,402</u>	<u>616,801</u>
TOTAL LIABILITIES	<u>2,453,402</u>	<u>616,801</u>
Commitments and contingencies	-	-
Stockholders' Equity (Deficit)		
Common stock (50,000,000 shares authorized, 6,060,187 shares issued and outstanding as of June 30, 2022 and December 31, 2021, at par value \$0.00001)	60	60
Additional paid-in capital	5,676,738	4,842,836
Stock subscription receivable	(4,542)	(11,226)
Accumulated deficit	(7,024,525)	(4,624,154)
TOTAL STOCKHOLDERS' (DEFICIT) EQUITY	<u>(1,352,269)</u>	<u>207,516</u>
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	<u>\$ 1,101,133</u>	<u>\$ 824,317</u>



INNOVATIVE EYEWEAR

WHY INVEST IN INNOVATIVE EYEWEAR?

Leading smart eyewear Innovator

Lucyd provides prescription smart frames direct-to-consumer and through retail distribution. Lucyd has 44 patents granted and pending, and 11 trademarks forming a growing IP position. After numerous beta prototypes, Lucyd launched its flagship product, Lucyd Lyte in January 2021. In October 2021 Lucyd introduced one of the world's lightest smart glasses with light weight titanium front frames. Lucyd is available in more than 180 optical stores in North America and online at Lucyd.co, Amazon & BestBuy.com.

~7,000 Customers

Lucyd products are already worn and enjoyed by thousands of people around the world. Additionally, Lucyd has a following of 28,000 email subscribers and approximately 160,000 social media followers.

New Wearable Experiences

With Lucyd's Vyrb™ app, the brand will introduce a complete hardware–software wearable system, allowing users to enjoy dynamic, audio-focused social experiences on Lyte smart eyewear.

Sizable, rapidly growing market

The total addressable market for eyewear in the U.S. is projected to be \$28.3 billion for 2021.¹

Multi-year license to a global fashion brand

In addition to the cutting-edge Lucyd brand, Innovative Eyewear has acquired the worldwide license to the Nautica fashion brand for smart eyewear.

1. Source: <https://www.statista.com/outlook/cmo/eyewear/united-states>



CONTACT US

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