

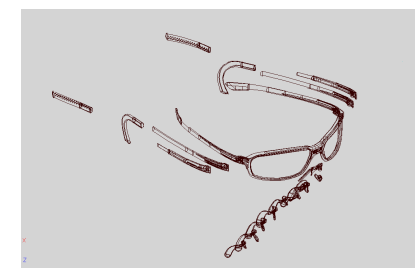
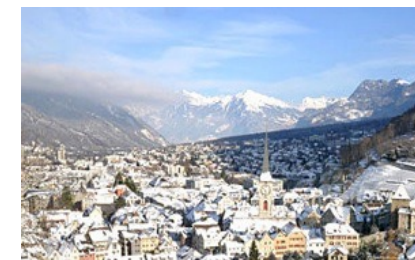


## Holistic Business Approach of Swissflex-Eyewear-System

## DNA: Swiss Heritage

### Eye-Systems is passionate about excellence in all aspects

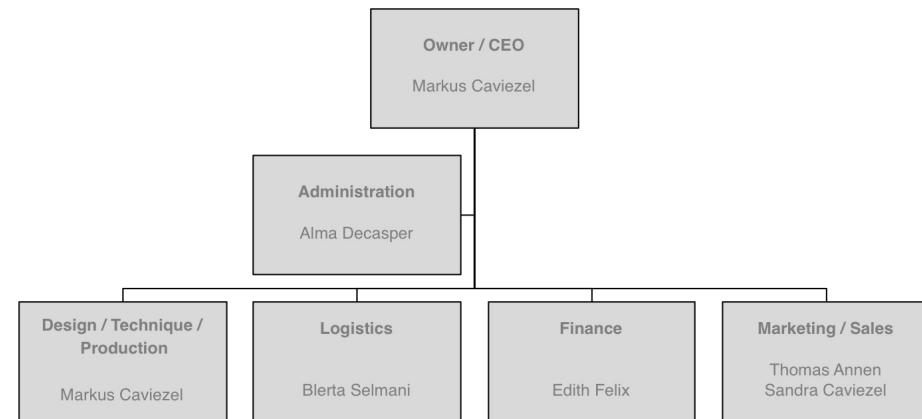
- Founded 1998, family owned and located in Chur (Switzerland)
- Development, design & manufacturing 100% in Switzerland
- Business model as provider of holistic eyewear system for independent local distributors who put demo-samples at POS and glaze centrally complete RX-eyewear.
- Evergreen-Collection: Warehouse of all existing parts (minimal local stock)w with fully customizable local collection
- Worldwide JIT-delivery (no MOQ)



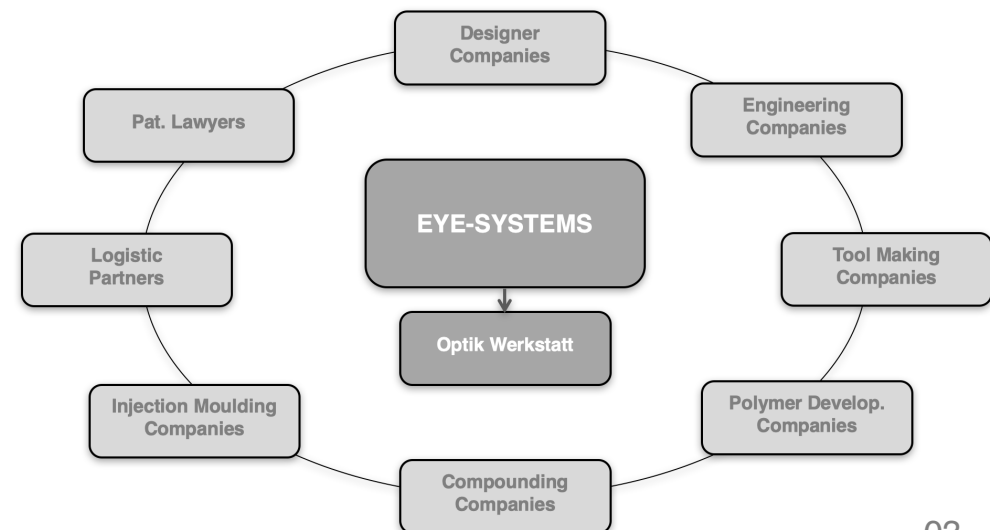
# DNA: Lean Organization

## Eye-Systems manages Swissflex with a small team & supplier network

- Small motivated SF-Team

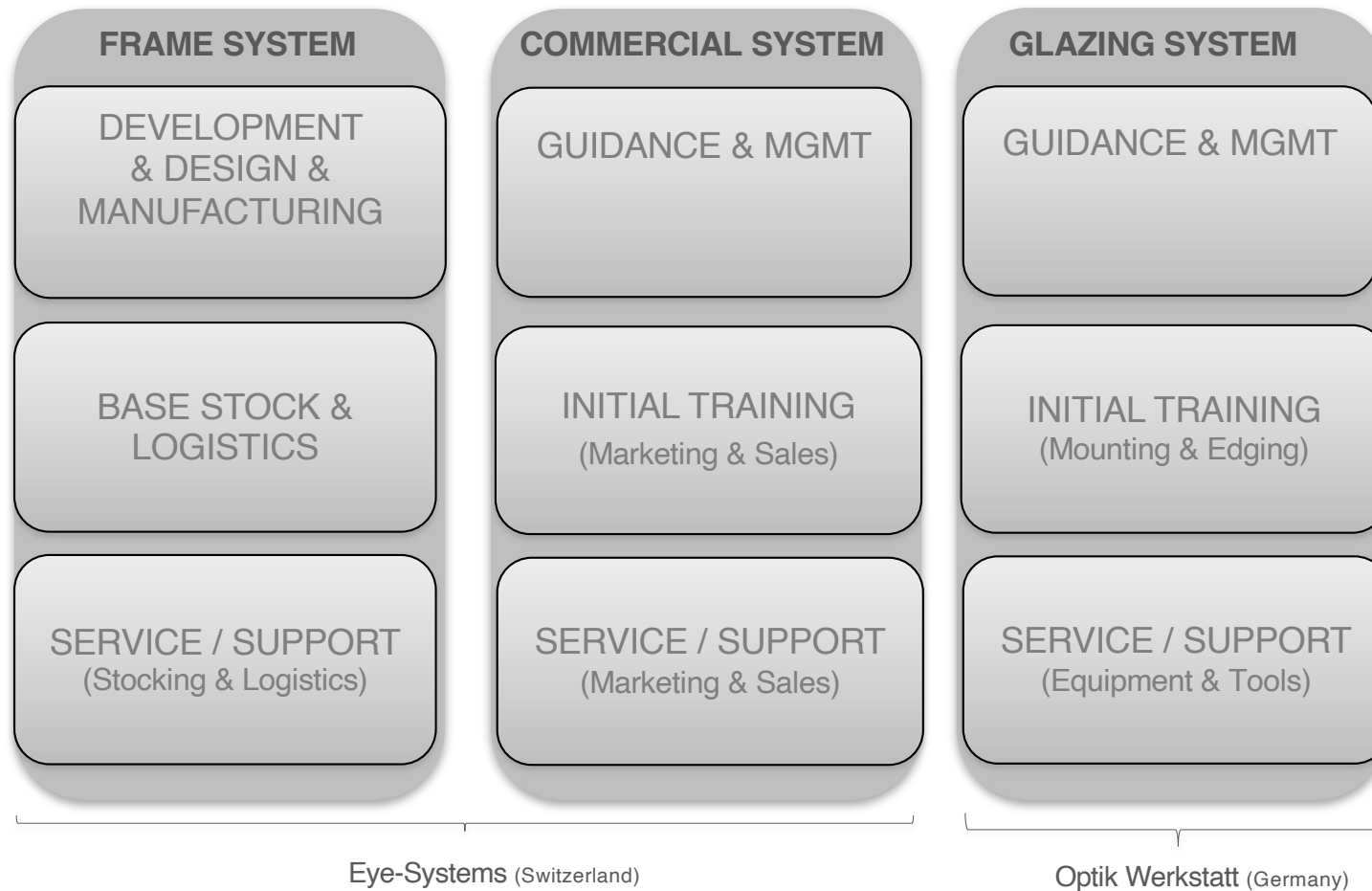


- Network organization with specialized independent companies



# DNA: Core Competences

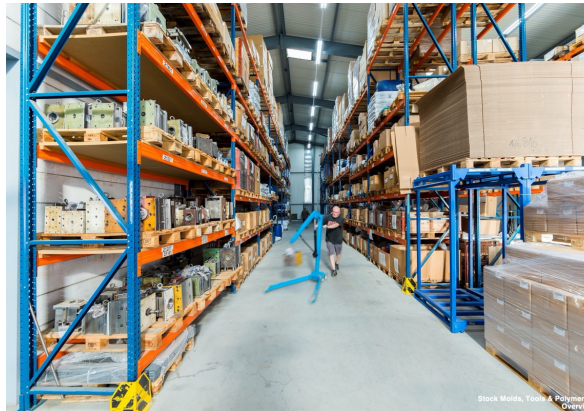
Eye-Systems provides full guidance & support for a local turn-key-operation





# DNA: Swiss-Made

Eye-Systems develops, manufactures, stocks and ships in one spot in Switzerland



## DNA: Worldwide Pioneer

### **Eye-Systems is the innovative leader of modular frame-systems**

Swissflex created a new eyewear segment 'wearing comfort with personlizable style' and creates regular innovations regarding products, industrial manufacturing, logistics, marketing&sales and distribution:

- first rimless eyewear made of 100% polyamide, first spectacle frame without screws
- first modular eyewear frame-system, first holistic business approach in eyewear
- first industrial manufacture of optical eyewear (central labs), first CNC-controlled drilling technique for rimless eyewear,
- first positioning on a tangible eyewear frame benefit, first full-rim-frame with the functionality of a rimless eyewear
- ...

## DNA: Established Loyalty

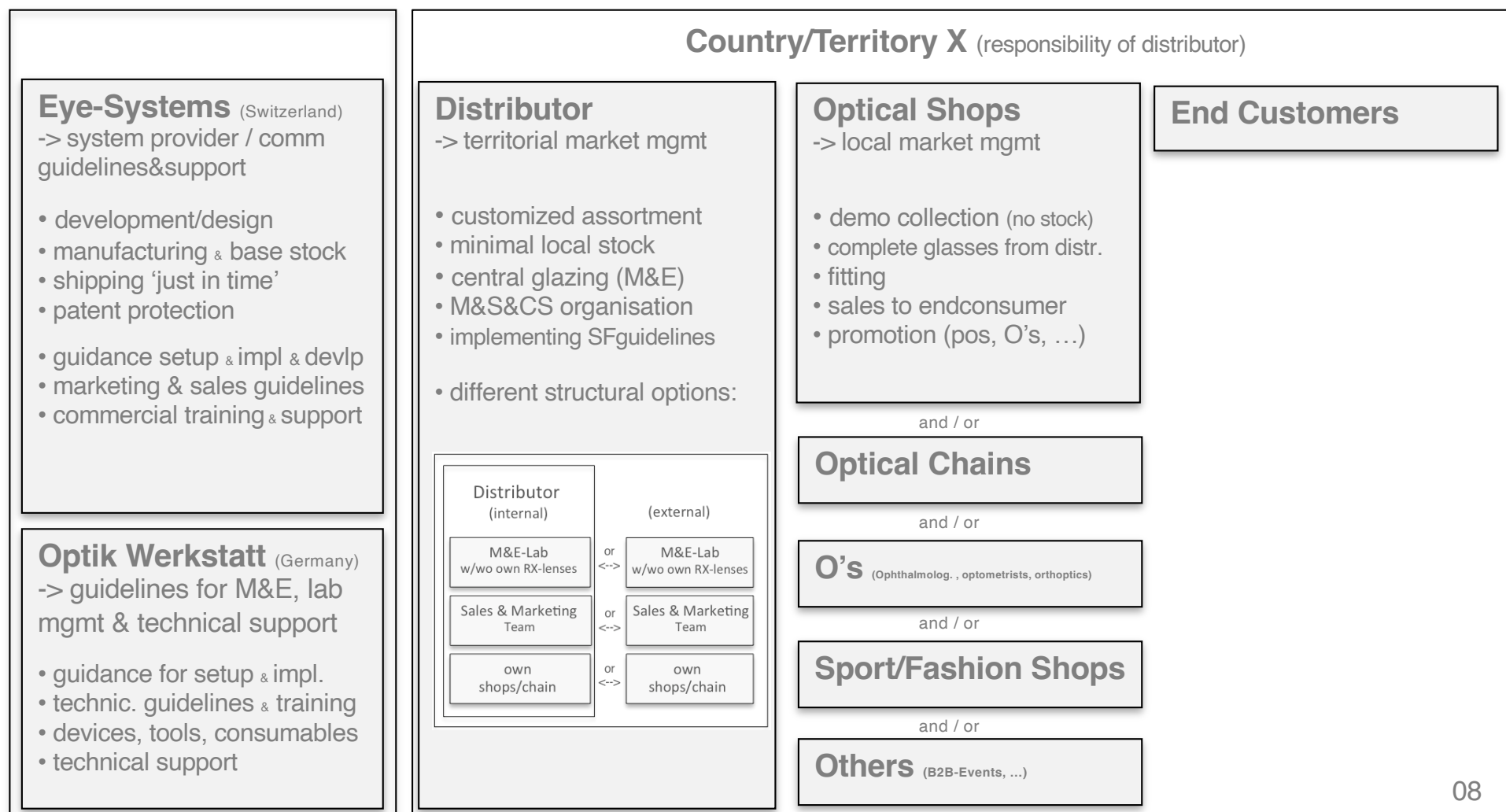
### Swissflex appreciates highest loyalty of wearers, sellers and promoters

- wearers stick with SF for many years and become fans (multi model owners)
- strong proactive word of mouth promotion by wearers
- many international celebrities wear SF (without getting it for free or even getting paid)
- partnership with independent distributors, opticians and endcustomers (Swissflex-Family)
- available in over 20'000 shops in 50+ countries (on all 5 continents)



# DNA: Dedicated Partners (Business Model)

Swissflex leverages skills of and assigns responsibilities to each partner level



# DNA: Market Potential

## Swissflex distributors sell on the ok/good-level

Setup local distributor:

- proper organization (Head & M/S/CS/L) / SF as strategic ,product' in the portfolio
- trained in Chur & Berlin / Implementing SF-system-approach
- covering whole country/territory (avg. 5-10% of total shops in territory)

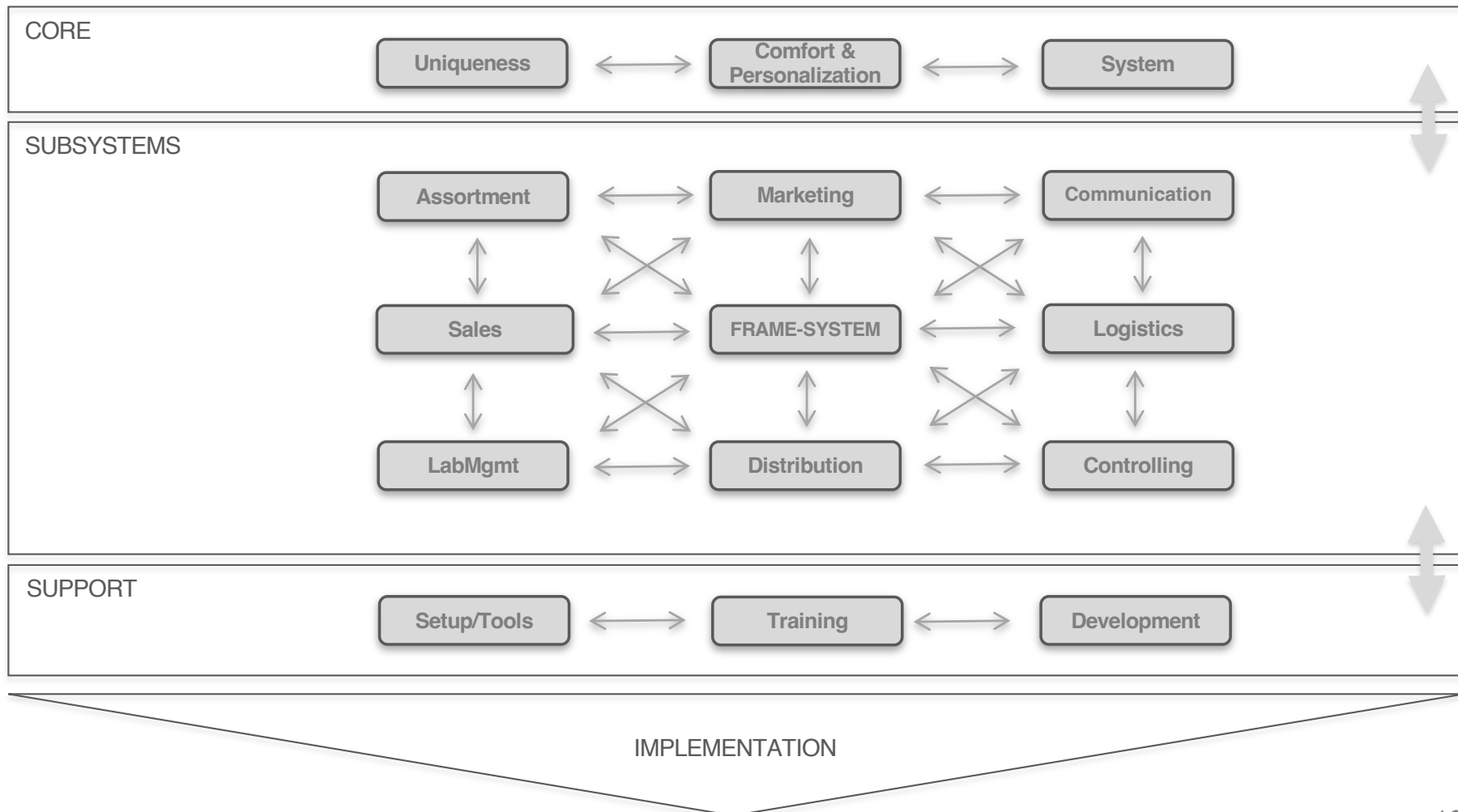
SF-Sales regarding development level of territory per 1 Mio population\*:

- High development: min=200+ / ok=400+ / good=800+
- Medium development: min=100+ / ok=200+ / good=400+
- Low development: min= 50+ / ok=100+ / good=200+

\* Adjusted to the population size of the territory

# DNA: Holistic System

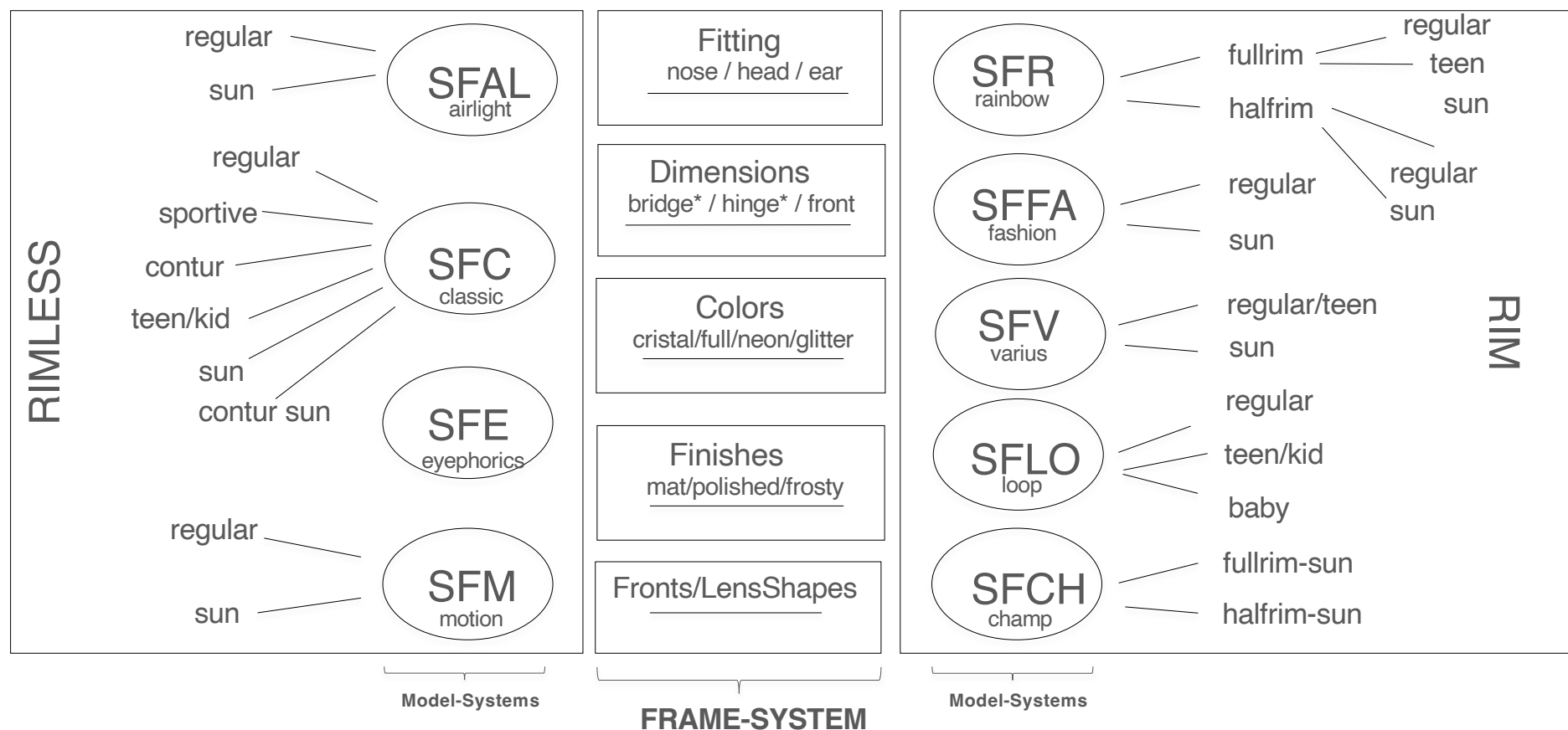
Systematic business approach with proven building kit for local turn-key-operation





# Assortment internal: Modular Flexibility













## 9 different model-systems for any age and many activities



Over 1mio variations for most model systems (shape, (mix)color, finishes, nose pads, temples, endpieces, ...)

# Assortment external: Timeless Evergreens

Collection with popular models without typical life cycle

<u>Rimless</u>	<u>Rim</u>	<u>Kids</u>	<u>Sun&amp;Sport</u>
airlight 	varius 	classic Kid 	classic/motion
classic 	rainbow 	loop Kid 	rainbow/varius/fashion
eyephorics 	loop 	loop Baby 	loop / loop Kid / loop Baby
motion 	fashion 		champ 

 Starter-Collection with key model-systems (best sellers)



# Marketing: Profound Substantiation

Simple and unified arguments for everybody

Unique Selling Point	best wearing comfort with personalizable style			
Points of Difference	Perfect fit		Modular individuality	100% Swiss-made
Reason to Believe	Unique fitting systems for nose, head and ears	Hitec polymer with medical properties	Modular system of frame elements	Development and manufacturing in Switzerland
Product Advantages	Perfect adaptation to each face	Ultra-light and stable, flexible, pleasant to touch, hypoallergenic, metal-free	Personizable spectacles	High-tech engineering and production with highest precision and care
Consumer Benefits	Tailored feel and consistently sharp vision without eye fatigue	Natural feeling without any irritations (no pressure points, no slipping, no headaches)	Eyewear/glasses that perfectly matches the individual style and intended use.	Remarkable quality with optimal balance between weight and stability
Brand Claim	like wearing nothing.			

# Marketing: Unique approach

## Focused messaging by try&feel and visualization

Positioning: Swissflex-Eyewear-System offers best wearing comfort (with personalizable style) for any age (and many activities)

Key Features:

- perfect fit
- modular individuality
- 100% swiss-made

Claim: like wearing nothing.

Promotion:

- presence in shops with proactive try&feel activities
- leveraging mouth-to-mouth promotion
- cooperation with O's



# Communication: Benefit Focused

## Penetrating message ‘modular system for wearing comfort and personalization’

- Present demo-collection (rimless, rim, kids) system for any age and many activities
- Offer ‘try & feel’ and demonstrate unique features
- Use of SF-wording (USP, PODs, claim)
- Visualize benefit (tiles & poster)
- Leverage word-to-mouth promotion



# Sales: Complete Package (for opticians)

## Opportunity for entrepreneurial distributors / opticians / O's

- High Customer Loyalty** – Customers stick with SF, wear several models for different activities and generate new customers regularly by word-to-mouth promotion.
- Proven Modular Product** – Established high-tech frame-system, since 1998, distributed in 50+ countries
- Practical Demo Concept** – Minimal investment, no stocks, long-selling bestsellers.
- Efficient Central Glazing** – Top quality and focus on core competences like measuring, consulting, selling & fitting.
- Just-in-time Delivery** – Ordering only according real sales to customers without MOQs.
- Pragmatic Marketing & Sales** – Customizable communication of positioning and intuitiv-systematic sales approach.
- Demand Generation** – Support by O's (Ophthalmologists, Optmometrists, Orthoptics)
- Holistic Support** – Regular individual support (consulting, trainings, examples, material, ...) & service
- Territorial Exclusivity** – Loyal partnership, regional exclusivity, open communication and sales support

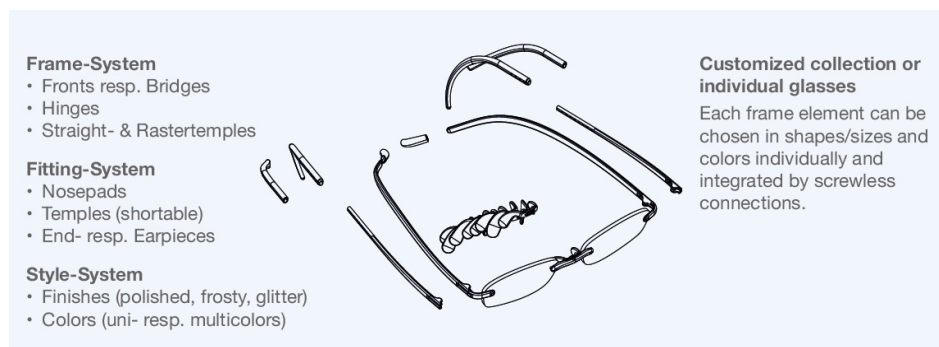
### Valuable Benefits

unique:	efficient:	relevant:	exclusive:
tangible wearing comfort	minimal investment	high customer loyalty	independently manufactured
individually customizable	no stock	suitable for all ages	no online sales
long-time bestsellers	one stop shop for sourcing	secure liquidity	recommended by O's
100% Swiss-made	just-in-time delivery	no discounts	protected territory

# Frame-System: Unique Features

## Unique modular functional eyewear for any age and many activities

- tangible benefit “comfort & personalization”
- building kit of frame elements for maximal customization



- proprietary (protected) innovative features and systems
- own special recipes, manufacturing procedures and molds
- highest material and manufacturing standards

# Frame-System: Proprietary Innovation

## High-tech and relevant features in every frame-element

### bridge / front

- low-tension fixation
- lens-shape-adaptive (loop)



### temple

- thermoplastic modeling
- click-in connection (1/100 mm)



### endpiece

- bodytemperature-sensitive
- non-slip material



### nosepad

- variety of systems
- ergonomic fit



### colors

- several finishings
- compounded



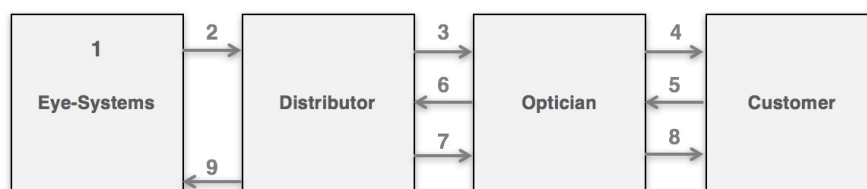
### material

- own recipes (stability&flexibility)
- medical properties



# Logistics: Efficient Process

## Specific advantages and flexibility for each partner



Eye-Systems:

- All products from one source (quality control)
- Available stock of all existing sets/parts (no out of stock)
- Worldwide JIT-delivery (individual supply according to local sales / no MOQ)

Distributor:

- Completely customizable assortment (according local needs)
- Minimal local stock according needs of region (low investment)
- Importing & taxing according of SF as semi-goods (lower costs)

Optician:

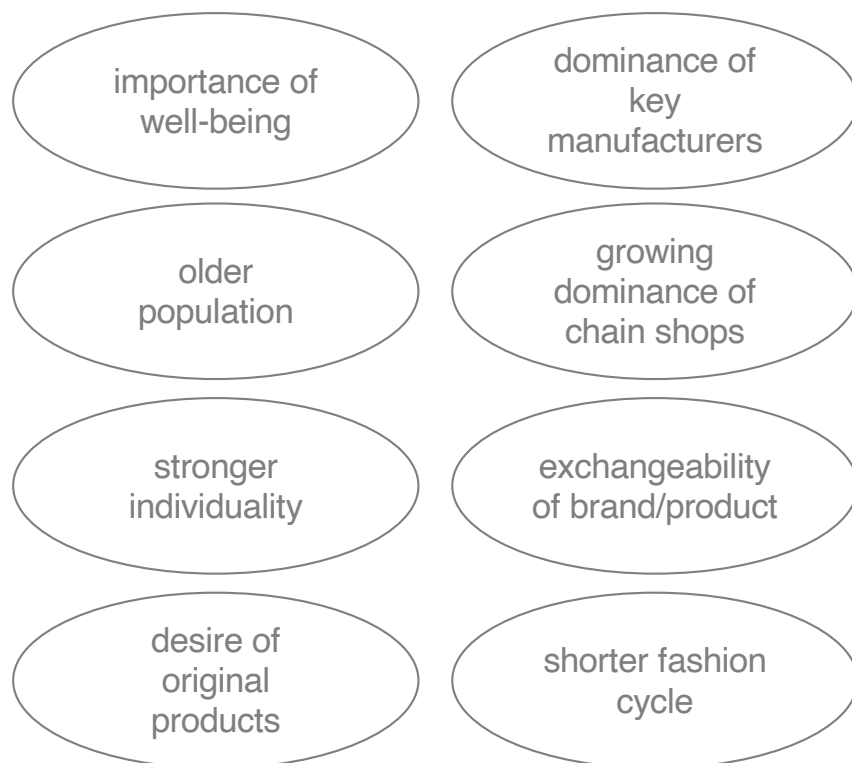
- Compact demo-collection in shops (full assortment but no stocks)
- Evergreen bestsellers and no price-promotions (stable sales&margins)
- Focus on selling&servicing to/of customers (central glazing)

End-Customer:- Comfortable, individual high-quality frame (personalized spectacle)

# Growth Opportunities

Business system bases on lasting trends and needs (“bullet prove”)

## Trends (society, market):



## Needs of optical shops:





## Holistic Business System for long-term Success

