



30 January 2025

Tekcapital Plc
("Tekcapital", the "Company" or the "Group")
Innovative Eyewear Inc. Announces Key Retail Partnership with Micro Center

Tekcapital Plc (AIM: TEK), the UK intellectual property investment group notes that Innovative Eyewear, Inc. ("Innovative Eyewear") (NASDAQ: LUCY; LUCYW), the developer and retailer of ChatGPT enabled smart eyewear under the Lucyd®, Nautica®, Eddie Bauer® and Reebok® brands, has announced that it has partnered with Micro CenterTM, one of the leading tech retailers in the United States, to expand its retail reach and bring Lucyd smart eyewear in stores nationwide and online.

In addition to selling Lucyd smart eyewear, Micro Center will be onboarding Lucyd's customizable interactive displays in-store, to deliver a more engaging and informative customer experience, and to enhance sell through.

Founded in 1979 in Columbus, Ohio, Micro Center has grown steadily and is among the US's leading information technology, communications, and electronic device suppliers, operating large stores in major markets nationwide.



Lucyd smart eyewear, Millennium 2025 edition.
Photo courtesy of Innovative Eyewear, Inc.

Harrison Gross, CEO & Co-Founder of Innovative Eyewear, commented: "We are thrilled to announce our partnership with Micro Center, one of the leading tech retailers in the U.S., known for its wide selection of cutting-edge technology products and passionate tech-focused customer base. Micro Center is the ideal partner for our smart eyewear, as their customers are early adopters of innovative technology who are eager to experience the latest advancements. Further, Lucyd smart eyewear connects with any Bluetooth-enabled device, such as smartphones, laptops, desktops, and game controllers making it an ideal companion product."

The deal was signed as a result of Innovative's partnership with Windsor Eyes, a leading optical distributor in the US.

Paulino Diaz, partner at Windsor Eyes, expressed enthusiasm about the launch, saying: "We are thrilled to partner with Micro Center, a trusted name in consumer electronics. Their loyal and forward-thinking customer base is the perfect audience for Lucyd smart eyewear. We believe they will be just as excited as we are to experience the cutting-edge features of this groundbreaking product line."

To learn more about Lucyd and Micro Center, visit Lucyd.co or Microcenter.com.

About Innovative Eyewear Inc.

Innovative Eyewear is a developer and retailer of ChatGPT smart eyewear, under the Lucyd®, Nautica®, Eddie Bauer® and Reebok® brands. True to our mission to Upgrade Your Eyewear®, our Bluetooth smart glasses allow users to stay safely and ergonomically connected to their digital lives and are offered in hundreds of frame and lens combinations to meet the needs of the optical market. To learn more and explore our continuously evolving collection of smart eyewear, please visit www.lucyd.co.

About Micro Center (Micro Electronics, Inc.)

Micro Center is one of the leading Tech Retailers in the U.S., and PC Mag Readers' Choice 2024 retailer. Over 22 million IT professionals, small businesses, local governments, students, engineers, programmers, makers, tech enthusiasts, gamers, and computer product and electronic device customers have relied on Micro Center for their communication and information technology support needs since 1979. Micro Center is among the nation's leading information technology, communications, and electronic device suppliers, operating twenty-eight large format stores in major markets nationwide. Founded in 1979 in Columbus, Ohio, Micro Center has grown steadily and profitably. Our stores are designed to supply the needs of a wide variety of consumers - from small businesses to local schools - with well-trained associates who offer information technology solutions.

About Tekcapital plc

Tekcapital creates value from investing in new, university-developed discoveries that can enhance people's lives. Tekcapital is quoted on the AIM market of the London Stock Exchange (AIM: symbol TEK) and is headquartered in the UK. For more information, please visit www.tekcapital.com.

LEI: 213800GOJTOV19FIFZ85

Tekcapital currently owns 259,455 shares of Innovative Eyewear, Inc. (NASDAQ: LUCY)

For further information, please contact:

Tekcapital Plc

Clifford M. Gross, Ph.D.

Via Flagstaff

SP Angel Corporate Finance LLP

(Nominated Adviser and Broker)

Richard Morrison/Charlie Bouverat (Corporate Finance)/Abigail Wayne / Rob Rees (Corporate Broking)

+44 (0) 20 3470 0470

Flagstaff Strategic and Investor Communications

Tim Thompson/Andrea Seymour/Fergus Mellon

+44 (0) 20 7129 1474

Forward-Looking Statements

This press release contains certain forward-looking statements, including those relating to the anticipated introduction of new products and features, and timing of improvements and enhancements to our current products. Forward-looking statements are based on the Company's current expectations and assumptions. The Private Securities Litigation Reform Act of 1995 provides a safe-harbor for forward-looking statements. These statements may be identified by the use of forward-looking expressions, including, but not limited to, "anticipate," "believe," "continue," "estimate," "expect," "future," "intend," "may," "outlook," "plan," "potential," "predict," "project," "should," "will," "would" and similar expressions that predict or indicate future events or trends or that are not statements of historical matters, but the absence of these words does not mean that a statement is not forward-looking. These forward-looking statements include, but are not limited to, statements regarding the expected launch date for the new smart safety eyewear connection. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future events or otherwise. Important factors that could cause actual results to differ materially from those in the forward-looking statements are set forth in the Company's filings with the Securities and Exchange Commission, including its annual report on Form 10-K under the caption "Risk Factors."

This information is provided by Reach, the non-regulatory press release distribution service of RNS, part of the London Stock Exchange. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@lse.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

NRAPPUQAGUPAPGB