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28th April 2025

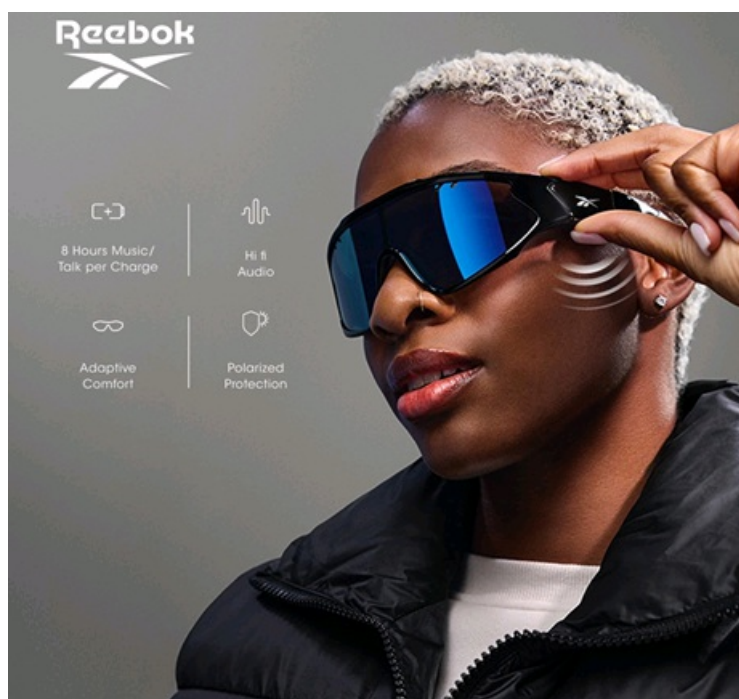
**Tekcapital Plc**  
**("Tekcapital", the "Company" or the "Group")**  
**Innovative Eyewear Inc. Launches Reebok Smart Eyewear Line**

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 the launch of its Reebok Smart Eyewear today, available worldwide on Lucyd.co. Expanded availability is expected later this quarter on Reebok.com and through select online and traditional retailers.

**A Landmark Product Launch**

The global smart glasses market is projected to reach approximately US 13 billion worldwide by 2030<sup>1</sup>. Innovative Eyewear believe Reebok *Powered by Lucyd* smart eyewear, positions them at the forefront of this rapidly accelerating transition from traditional eyewear to smart, connected, voice-powered solutions.

Reebok smart eyewear features custom high-fidelity speakers coupled with, powerful amplifiers, and equalizers specifically tuned for outdoor activities and sports environments, to deliver exceptional audio clarity while maintaining environmental awareness-an important safety feature for athletes and urban pedestrians.



**Reebok Powered by Lucyd**  
Image courtesy of Innovative Eyewear, Inc.

**Harrison Gross, CEO & Co-Founder of Innovative Eyewear, commented:**

"We believe this launch represents a watershed moment for the entire smart eyewear category," said Harrison Gross, CEO of Innovative Eyewear. "We're pioneering the smart sport eyewear segment with AI-integrated eyewear that enhances athletic performance, while fulfilling our longstanding mission to deliver smart upgrades to every major type of eyewear: sunglasses, optical, sport, and safety."

### **Global Distribution Strategy**

Innovative Eyewear has a global distribution strategy beginning with MTB Mexico, a premier technology distributor across Latin America.

"We are extremely proud to partner with Innovative Eyewear to bring Reebok Smart Eyewear to the Latin American market," said Mauricio Avelar, Director General at MTB Mexico. "This innovative product perfectly complements our portfolio and meets growing consumer demand for smart, lifestyle-integrated technology across our distribution network, including major retailers in Mexico."

This partnership marks the first in a series of planned collaborations with leading distributors worldwide.

The product's cross-category appeal has generated significant interest from both sporting goods retailers and consumer electronics chains, reflecting its unique position at the intersection of fashion, technology, and athletic performance. This versatility positions Reebok Smart Eyewear for success across diverse retail environments, from premium optical shops to high-end electronics stores.

### **Celebrity Endorsement**

Micah Richards, former Manchester City football star and Olympic athlete turned sports analyst, is a brand ambassador for Lucyd and is featured prominently in the launch photography and promotional materials for the Reebok smart eyewear line.



"In my career, both on the pitch and now as a broadcaster, I've always prioritized performance and style," said Mr. Richards. "What impressed me most about Reebok Smart Eyewear isn't just how good they look—it's that I can stay connected without losing awareness of what's happening around me. Whether I'm cycling through the city, hitting the gym, or calling a match, these glasses keep me in tune with both my surroundings and my digital life in a way that traditional headphones never could."

### **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](http://www.lucyd.co).

### **About Reebok**

Reebok is an iconic and irreverent sports culture brand with a rich and storied fitness heritage dating back to 1895. Founded on athletic footwear that changed the direction of sport, Reebok continues to introduce innovations that propel the industry forward. Today, Reebok sits at the intersection of active, lifestyle and sport, offering high quality and modern styles that are adaptable for every occasion. The brand strives to deliver every athlete, from professionals to enthusiasts, with the opportunity, products and inspiration to reach their full potential. Reebok currently operates in 80 countries with approximately 400 freestanding stores around the world.

For more information, visit [Reebok.com](http://Reebok.com) or, for the latest news at [News.Reebok.com](http://News.Reebok.com). Discover Reebok on [Instagram](#), [Twitter](#) and [Youtube](#).

### **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](http://www.tekcapital.com).

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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."

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