



EYEWEAR MANUFACTURING MACHINES & SOLUTIONS

MicroLab

PRESS RELEASE

WE CHANGE THE WORLD—One Frame at a Time

At OAXA - MicroLab, we're revolutionizing the 35 billion dollars eyewear market with the bold concept of "Micro-Breweries of Eyewear". What started as a playful analogy to describe our successful clients has evolved into a serious business opportunity inspired by the success of craft beer microbreweries that have captured 20% of the beer market over the last two decades. But it is the success of our clients which is inspiring first, we call that emerging concept: "MicroLab of Eyewear Manufacturing"

MARKET OPPORTUNITY

The eyewear industry is ripe for evolution. Over the next decade, we project "MicroLab of Eyewear manufacturing" to claim the potential of 20% of the market by meeting growing consumer demands for:

- **Authenticity:** Products with a story, passion, and local roots.
- **Diversity:** Unique designs that reflect the creativity and individuality of local makers.
- **Quality and Customization:** High end frames that can be tailored to fit the exact dimensions of each client.

By empowering local entrepreneurs and opticians, we aim to challenge the dominance of mass-produced "luxury" brands and imported products, creating a thriving ecosystem of independent eyewear makers riding the wave of growing consumer preference for locally made and authentic products.

OUR OFFER

We provide affordable, integrated manufacturing solutions that enable small-scale producers to craft high-quality frames in-house. Our suite of tools includes:

- **5th Generation Lona5 Software:** This in-house design software gives eyewear creators unlimited creative freedom to build standout collections, customize every frame, and deliver bespoke products, a business model mass-market brands cannot replicate.
- **5-Axis CNC Machines and Robotics:** Our advanced tools ensure precision manufacturing of high-end frames that match or exceed the standards of global "luxury" brands.

The frames produced by our MicroLab partners boast exceptional craftsmanship and remarkable design diversity. Every pair of glasses tells a unique story, reflecting the culture and identity of its local community.

OUR TRACK RECORD

Since 2005, MicroLab has installed 198 5-axis CNC machines and over 15 complete MicroLab of Eyewear Manufacturing across 12 countries, including the USA, Canada, Brazil, and several European nations. We've achieved a flawless 100% success rate, enabling countless "MicroLab of Eyewear Manufacturing" to flourish. Our commitment to innovation is unwavering. We reinvest over 50% of our revenue into research and development, driving breakthroughs in software, mechanical design, electronics, and robotics.

DISTINCTIVE ADVANTAGES

What sets us apart from competitors?

- **Unparalleled Quality:** Our tools produce frames that match or exceed the quality of any high-end luxury brand.
- **Creative Freedom:** We empower eyewear makers to design without limitations, offering an extraordinary variety of styles.
- **Customization:** Every frame can be tailored to the client's unique measurements, a game-changing feature.
- **Local Appeal:** Each MicroLab becomes a local brand, capturing the imagination and sensibilities of its community.

THE FUTURE OF MICROLAB OF EYEWEAR MANUFACTURING

The potential is vast. We estimate one MicroLab of Eyewear Manufacturing can thrive in every catchment area of 300,000 people. These local businesses will redefine the eyewear market, delivering products that resonate with their communities while showcasing exceptional quality and design.

Imagine walking into a store where every frame is crafted just for you—reflecting the unique culture and character of your city. From New York to Paris, Austin to Palm Beach, each MicroLab already brings its own story and individuality to the global stage.

CONCLUSION

OAXA - MicroLab has created a model that transforms not just the eyewear industry, but also the lives of the people behind it. Their passion shines through in every frame they create.

This is just the beginning. By supporting local entrepreneurs and fostering creativity, we're building a future where individuality and quality take center stage. Join us in transforming the eyewear industry—one local brand at a time.