

FITSYOU<sup>™</sup>

PERFECTLY MEASURED 3D FITTING

DELIVERING  
A FITTED  
EXPERIENCE IN  
EYEWEAR

SURVEY SNAPSHOT

VISIT [FITSYOU.FUEL3D.COM](https://fitsyou.fuel3d.com) TO GET THE FULL REPORT

GLOBAL EYEWEAR MARKET VALUED AT

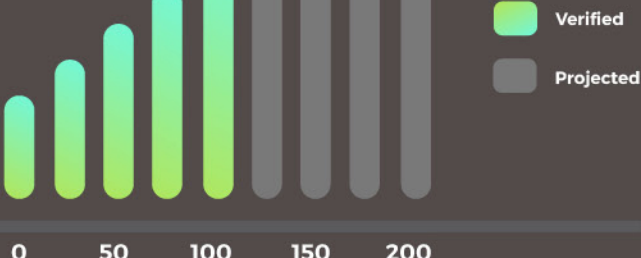
US\$100  
BILLION

IN 2015 (2.7 BILLION UNIT SALES).

SET TO GROW TO US\$180 BILLION BY THE END OF 2024 (COMPOUND ANNUAL GROWTH RATE OF 7% FROM 2017-2024) [2]

7%

Compound  
annual growth  
rate

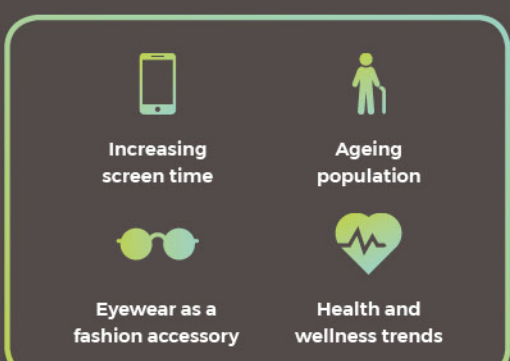


US Dollars (Billion)

PERCENTAGE OF ADULTS THAT WEAR CORRECTIVE GLASSES:



GROWTH IS BEING DRIVEN BY:



POOR FITTING EYEWEAR IS COSTING RETAILERS US\$26 BILLION IN UNCAPPED REVENUE

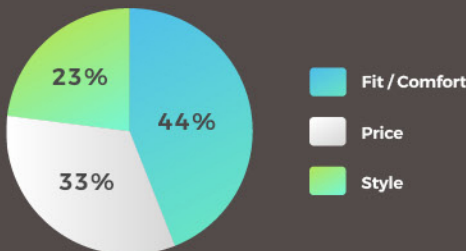


1 IN 4 ADULTS STRUGGLE TO FIND EYEWEAR THAT FITS (28%) = 49.8 MILLION ADULTS IN THE UK AND USA.

FIT IS MORE IMPORTANT TO CONSUMERS WHEN BUYING GLASSES OR SUNGLASSES THAN STYLE OR PRICE:

As a result, over half (55%) of customers have left an eyewear store empty handed = US\$26 billion uncaptured revenue for retailers, opticians and brands.

Nearly half (49%) have had to return eyewear or have it adjusted due to poor fit, resulting in further financial loss.



FIT IMPACTS BUYER EXPERIENCE:



1 IN 3 (33%) ADULTS DON'T LIKE VISITING THE OPTICIAN OR SHOPPING FOR SUNGLASSES.



1 IN 5 (20%) DON'T LIKE HAVING TO TRY ON DIFFERENT FRAMES.

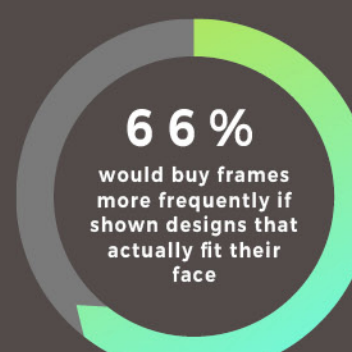
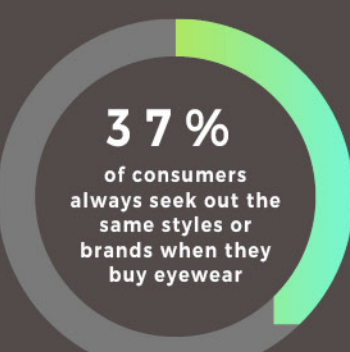


3 IN 4 (78%) WOULD BUY THEIR EYEWEAR FROM HOME INSTEAD IF THEY COULD BE GUARANTEED THE PERFECT FIT.

THE BIGGEST BUGBEARS WHEN BUYING EYEWEAR:

- 64% don't like.... waiting for their glasses/sunglasses to be produced
- 59% don't like.... having to revisit the optician to collect or check the fit
- 58% don't like.... having to take their prescription to another store

FIT IMPACTS BRAND LOYALTY AND PURCHASING DECISIONS



A BETTER FIT AND A BETTER CUSTOMER EXPERIENCE CAN BE DELIVERED WITH PERFECTLY MEASURED 3D FITTING:



3 IN 4 PEOPLE (77%) ARE COMFORTABLE WITH THE IDEA OF AN EYEWEAR SERVICE WHICH INVOLVES TAKING A 3D FACIAL SCAN.

CONSUMER BENEFITS	BENEFITS FOR RETAILERS, OPTICIANS AND BRANDS
Find the perfect fit	Improve customer experience
See how new fashions and different styles suit you	Ability to offer best-fit or custom-fit service
Simpler, faster shopping	Reduce choice complexity
More enjoyable experience	Fewer returns and adjustments More sales: More chance of customer finding frames they like that fit and increased purchase frequency

HOW CONSUMERS FEEL WHEN THEY FIND THE PERFECT FIT:

INTELLIGENT  
COMFORTABLE  
HAPPY  
FIND PAIR  
STYLISH  
CONFIDENT  
GREAT  
EXCITED  
SATISFIED  
FIT  
GOOD  
PERFECT  
COOL  
MORE  
GLASSES  
LIKE  
LOOK  
MAKE  
SMART  
FEEL  
RELIEVED  
SEE  
OK  
😊

