



3 December 2018

**Tekcapital plc
("Tekcapital" or the "Company")**

Lucyd Signs Richard Sherman as Chief Brand Officer

To expand brand awareness and reach new markets

Tekcapital plc (AIM: TEK), the UK intellectual property (IP) investment group focused on creating marketplace value from university technology, is pleased to announce that its wholly-owned portfolio company Lucyd Ltd has signed Richard Sherman, cornerback of the San Francisco 49ers, as its Chief Brand Officer.

Mr. Sherman will bring a large fan following and international recognition to the Lucyd brand. In his role as Chief Brand Officer, he will not only be an ambassador for Lucyd but will also guide design and development of a new athletically inspired line of performance eyewear.

Mr. Sherman is a highly respected athlete. Since coming into the league, Richard leads the NFL with 32 interceptions and has 99 pass break-ups. Considered one of the best cornerbacks in the league, Richard has been named to four Pro Bowl rosters and four All-Pro teams in his seven seasons in the NFL. On March 9th, 2018, Richard was released by the Seattle Seahawks. One day later, Richard agreed to a 3 year, \$39 million contract with the San Francisco 49ers.

Richard is not only dedicated to his team and perfecting his craft, but also works hard off the field to raise his two children and give back to his community through his foundation, Blanket Coverage. He was taught the power of education and hard work from his parents, and wants to teach younger children they can accomplish anything when they work hard and have dedication. He aspires to have a positive impact on and off the field and be an example to youth everywhere.

Richard Sherman said, "Lucyd is an exciting new eyewear company. I believe they can become the go-to place for cutting-edge specs, both in style and tech. Their glasses are fun, affordable and a real upgrade to eyewear."

Harrison Gross, Co-founder at Lucyd said, "We are delighted to bring on Mr. Sherman as our first brand ambassador and Chief Brand Officer. We believe his involvement with the company will bring significant brand awareness, both among his personal following of over two million on social media, and across the sports fandom in general."

About Lucyd

Lucyd operates an innovative eShop that provides advanced eyewear to enhance the visual experience. To learn more, please visit <https://lucyd.co>.

Clifford M. Gross Ph.D., Chief Executive Officer of Tekcapital plc commented: "We are very excited that Lucyd has appointed Richard Sherman as its Chief Brand Officer. He is a remarkable individual who should add gravitas and enthusiasm to the brand and contribute to sales expansion."



For further information, please contact:

Tekcapital plc

Clifford M Gross, Ph.D.

Via Walbrook PR

finnCap Ltd (Nominated Adviser and Joint Broker)

Geoff Nash (Corporate Finance)

Max Bullen-Smith (Corporate Finance)

Camille Gochez (ECM)

+ 44 (0) 20 7220 0500

Novum Securities (Joint Broker)

Colin Rowbury

+44 (0) 29 7399 9427

Walbrook PR Ltd

Paul Cornelius / Sam Allen / Nick Rome

+44 (0) 20 7933 8780

tekcapital@walbrookpr.com

Tekcapital plc - The World's Largest University Network for Open Innovation

Tekcapital's objective is to create value from investing in new, university-developed intellectual properties. Additionally, using its proprietary discovery search engine, linked to 4,500+ universities in 160 countries, coupled with expert scientific review, Tekcapital provides a range of IP investment services to make it easy for organisations to find, evaluate, and license university-developed technology. Tekcapital plc is quoted on the AIM market of the London Stock Exchange (AIM: symbol TEK) and is headquartered in Oxford, in the UK. For more information, please visit www.tekcapital.com.

LEI: 213800GOJTOV19FIFZ85

This press release is for informational purposes only. The information herein does not constitute investment advice nor an offer to invest and may contain statements related to our future business and financial performance and future events or developments involving Lucyd that may constitute forward-looking statements. These statements may be identified by words such as "expect," "look forward to," "anticipate" "intend," "plan," "believe," "seek," "estimate," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to customers, stakeholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements may be based on the current expectations and certain assumptions of Lucyd's management. Please note that these are subject to a number of risks, uncertainties and factors, including, but not limited to those described in various disclosures. Should one or more of these risks or uncertainties materialize, or should underlying expectations not occur or assumptions prove incorrect, actual results, performance or achievements of Lucyd may vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Neither Tekcapital nor Lucyd intends nor assumes any obligation, to update or revise these forward-looking statements in light of developments, which differ from those anticipated.

Photo of Richard Sherman



Photo credit: Taylor Baucom, The Players Tribune