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**("Tekcapital", the "Company" or "the Group")  
Portfolio Company Update: Lucyd, Ltd**

**Lucyd® Appoints Ecommerce, Content and Social Media Manager**

Tekcapital Plc (AIM: TEK), the UK intellectual property (IP) investment group focused on creating marketplace value from investing in university technology, is pleased to announce portfolio company Lucyd Ltd, the developer of e-glasses and operator of an eShop for advanced eyewear, has appointed Calvin Peters as Ecommerce Growth, Content and Social Media Manager. This news comes as Lucyd. is preparing for the fall launch of their upcoming Lucyd Lyte line of Bluetooth eyeglasses, the first prescription tech-eyewear product to match the look and feel of designer eyeglasses.

Mr. Peters is a seasoned digital marketer with a track record of excellence. Formerly he was the Sr. Manager of PR, Social Media and Influencer Marketing at Walgreens Boots Alliance (WBA). Mr. Peters is well-equipped to handle the challenge of commercializing Lucyd eyewear to a global audience. In his time at WBA, he launched the social media presence of the Duane Reade drugstore chain, growing their Twitter presence into one of the largest social followings of any drugstore while owning SOV (share of voice) to help facilitate essential PR narratives. In 2015, he transitioned from Duane Reade into the WBA who purchased the drugstore chain in 2010. Mr. Peters helped lead Digital PR and influencer marketing efforts for the Walgreens brand and vendor partners to increase both store and owned platform traffic/engagement; in addition to ecommerce conversion rates. Prior to this, he had online apparel retail experience working at Lugz Footwear & Apparel and Southpole clothing (Wicked Fashions, Inc.), where he managed three brands and celebrity endorsements including a marketing team with a \$15m annual budget.

Mr. Peters has a record of accolades for his work in public relations, social media and influencer marketing. This includes the 2013 Silver Hub prize for Social Shopper and Shopper Marketing campaigns. He was a finalist for the 2014 Shorty Award for "Best Use of Social Media for Retail or eCommerce", four 2017 Distinction accolades from the 23rd Annual Communicator Awards and a 2017 Webby Award Official Honouree for the #MyWalgreensApp campaign.

**Calvin Peters said**, "I'm extremely honoured for the opportunity to amplify and grow this unique, tech-forward product offering Lucyd brings to market. I've been fortunate to employ various social media, influencer marketing and integrated PR strategies across various brands. Lucyd's market leading eyewear technology, social media integration and a sustainable first-to-market strategy, will be integral in growing the company into one of the most recognized and exciting lifestyle-based, tech-eyewear brands globally."

"We are thrilled to add Calvin to our talented management team. After seeing Calvin's proven marketing record at the WBA, we believe he will be instrumental in the growth of the Lucyd brand into the global standard for e-glasses," **said Harrison Gross, CEO of Innovative Eyewear.**

**About Lucyd**

The mission of Lucyd is to Upgrade Your Eyewear®. Lucyd develops designer, prescription-ready, tech-enhanced glasses, that allow the wearer to correct their vision while remaining safely

connected to their digital life. To learn more, please visit Lucyd's eShop for innovative eyewear <https://lucyd.co>.

Tekcapital owns 100% of the share capital of Lucyd Ltd.

### **About Tekcapital plc**

Tekcapital creates value from investing in new, university-developed intellectual properties and provides a range of IP investment services to make it easy for organisations to commercialise university-developed technology. Tekcapital 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](http://www.tekcapital.com)

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