

OPTICALiA[®]
New avenues

A big *brand.*





The advantages of having the services of a big brand without losing your independence.

What services does Opticalia *new avenues offer?*

BRAND

A leading and established international brand with a long track record in the industry.

PRODUCT

A variety of exclusive brands aligned with the latest trends.

MARKETING & COMMUNICATION

Strategic consultancy, production of campaigns, audiovisual content and point-of-sale material.

TRAINING

Learning methodologies and continuous training plan.

SERVICES

We provide services and tools to improve the profitability and management of the business.

DIGITALIZATION

Management tools to streamline business operations.

BRAND



More than 16 years of experience.

Brand

A recognized and consolidated brand in the sector, thanks to its long history in the industry. This involves having a solid brand identity that can be identified across all customer touchpoints: points of sale, products, packaging, and digital channels, among others.



More than 16 years of
experience in the sector.



More than 500 points of
sale in Spain .

OPTICALiA®



A recognised and
consolidated brand.



Present in 7 countries
through 1,100 optical
centres.

PRODUCT



Latest trends for all audiences.

Product

We develop the design of exclusive brands with great international relevance.

EL GANSO

PULL&BEAR

CUSTO
S.A.S.C.I.O.S.A.

MANGO

TRENDi

VICTORIO & LUCCHINO

Pedro del Hierro

THELOOK

Renowned brands in the fashion world, belonging to the main retail groups in Spain, such as Grupo Inditex and Mango, trust us to develop their collections. Through a diverse range of brands, we help you reach all types of audiences across different socio-economic levels and age groups.

KEY ELEMENTS

Our priority is the quality and excellence of our product.

Trends:

Continuous search for new trends to ensure our products align with the latest market demands.

Quality:

Compliance with ISO 12870, guaranteeing a high-quality standard as an essential product requirement.

Exclusivity in agreed-upon volumes.

Strategy to reach all audiences:

- **Price:** Aligned with each brand's positioning and its target audience.
- **Design:** Reflecting the identity of each brand we work with while staying on-trend.
- **Policies:** Commercial agreements based on purchase volume.

MARKETING & COMMUNICATION



Brand building and awareness.

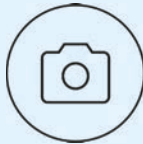
Marketing & communication

Fashion is the core of our brand positioning, which is why our marketing and communication strategy revolves around it.

CAMPAIGNS & CONTENT

We develop three major communication campaigns per year, tailored to our brands.

Materials provided per campaign:



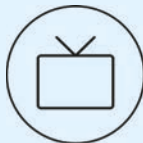
Photographic resources

For use on any desired media.



PLV

Point-of-sale communication material.



TV spot.

With broadcasting rights.



Audiovisual content.

For use in digital media

*These materials may be used only during the campaign period.

Some campaign references:

MANGO X OPTICALIA — January 2025 campaign



Photographic resources.



Spot and audiovisual content.



PLV



Resources for print materials.

MORE THAN 7 CONTINUITY CAMPAIGNS

In addition to the three major campaigns we launch each year, we run more than seven continuity campaigns that give visibility to our product capsules featuring different brands, aiming to enhance brand awareness.

Materials for each capsule:



Photographic resources.
For use on all desired media.



PLV
Point-of-sale communication material.



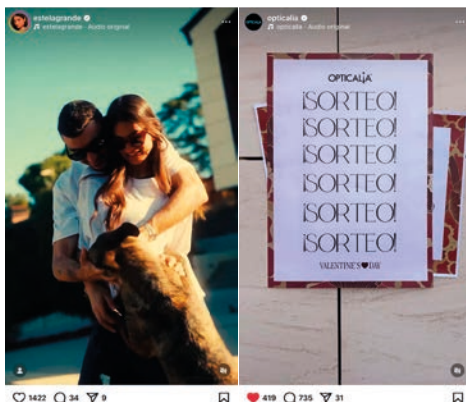
Audiovisual content.
For use in digital media.

Some campaign references:

VALENTINE'S DAY — February 2025



PLV



Collaboration with influencers

Digital content

PROFESSIONALISM

Beyond fashion, at Opticalia we position ourselves as advocates for visual health, backed by over 2,500 professional opticians who serve as trusted advisors in their daily practice. In addition to in-store guidance from our opticians, we have a digital content platform that aims to raise awareness of the importance of eye care among end customers. To do this, we generate engaging and educational content to capture their attention and emphasize the value of visual health.



TRAINING



Training for professionals.

Training

We have a dedicated area specialized in offering learning methodologies to promote continuous training for professionals and thus improve the profitability of their businesses.

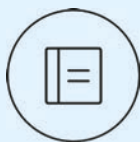
Key elements:



Complete training proposal



Practical and dynamic methodologies



Opticalia Style:

Good practice and loyalty manual.



SERVICES



Improving business performance.

Services

We have services and tools to improve the profitability and operation of the business.

Technical advice:

We offer advice based on our experience and expertise in audiology, lenses, contact lenses, etc...

Negotiation advice:

Support in the search for suppliers, logistical services, etc..

Professional advice:

Support and training on topics related to visual health care.

Digital advice:

Support and planning of geo-localized digital campaigns to improve...

Management advice:

Training on the fundamental pillars for the start-up, management and leadership of a group of opticians.

DIGITALIZATION



Digital Tools.

Digitalization

Digitalization is an indispensable part of our business operations. We have different tools such as:

CRM:

A communication tool for point-of-sale employees to streamline business operations.

Internal communication platform (Optinet):

An internal communications platform where all business information and necessary materials for its execution are gathered.

- **News**
- **After-sales management**
- **Invoicing**
- **Payments**
- **Purchases**
- **Documentation**

OPTICALiA®