

BENCHMARK IN PREMIUM EYEWEAR

COMPANY PROFILE
SILHOUETTE GROUP AT A GLANCE

Silhouette
GROUP

FROM A LINZ START-UP TO GLOBAL MARKET LEADER

Silhouette Group was founded in Linz in 1964 and has become the worldwide leader for rimless premium eyewear. Our full-rim eyewear has made a unique impact on the market in recent years too. Our success comes from the desire to create the world's finest eyewear. Our passion for perfection has resulted in us becoming a full service-provider producing frames and lenses, allowing us to be sure that our eyewear is 100 % perfect every time.

LEADING THE WAY IN QUALITY, PREMIUM EYEWEAR

We see ourselves as a future-oriented, visionary company, always on the lookout for innovations and open to change. Yet, we still maintain our values and our independence as a family business, as well as our passion for craftsmanship and commitment to Austria as a business location. From this clear position, we have continued to expand our reputation for quality over many decades in the premium eyewear market.

Being average is out of the question for us. Our mission is to be the benchmark and to repeatedly inspire our customers.

Reinhard Mahr, CEO & CFO



THE FUTURE OF VISION – SINCE 1964

Anneliese and Arnold Schmied founded Silhouette in 1964. The couple believed that eyewear should be much more than just a visual aid; they saw it as an accessory for improved vision that also compliments the wearer's appearance. Producing eyewear of the highest quality was of utmost importance for our founders. While Anneliese Schmied had a talent for finance, Arnold Schmied regarded himself as a quality-conscious perfectionist. Such qualities are what define our company to this day. The couple consistently pursued their vision with the help of designer Dora Demmel and five other employees.

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As a family-run company, we're not obligated to any external shareholders. This gives us the opportunity to pursue long-term goals and act in the interests of the next generation. We can fully focus on what matters: designing and producing the best eyewear in the world.

Michael Schmied, CMO



WORLDWIDE SUCCESS AS A FAMILY BUSINESS

Anneliese and Arnold Schmied's approach to viewing eyewear as a stylish accessory revolutionized the eyewear market. The Silhouette Group is now successful around the globe. We are proud to still be 100 % family owned. At our helm are CMO Michael Schmied from the founding family, CEO and CFO Reinhard Mahr and COO Thomas Windischbauer. After nearly six decades, our vision is still the same: we create the world's finest eyewear. We are now a full-service provider of frames and lenses.

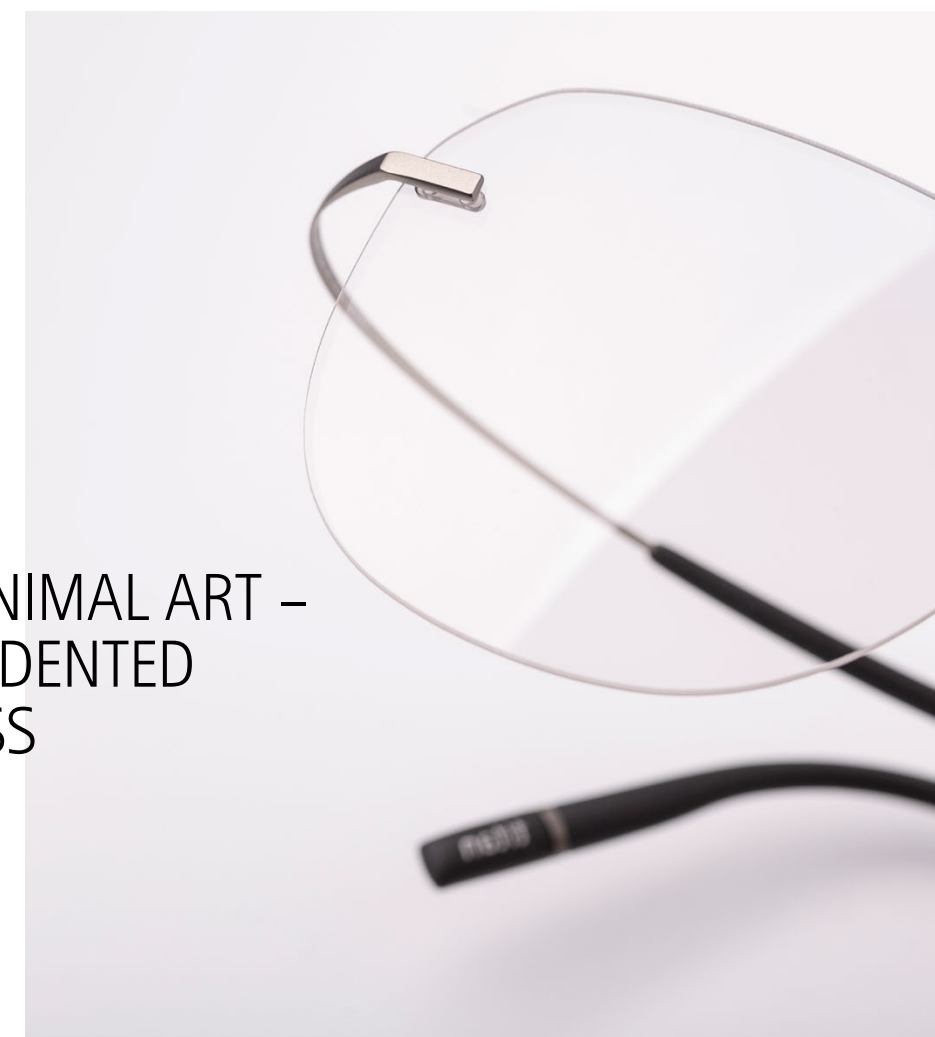
SILHOUETTE – EMPOWERED BY LIGHTNESS

Premium eyewear from Silhouette is in demand around the world, from Sydney to Shanghai, and New York to Berlin. Making the choice to wear ultra-light, Silhouette eyewear symbolizes a desire for inner lightness and carefree optimism. We see opportunities where others see risks. Our clear perspective goes beyond the ordinary. Our brand is the global market leader in premium rimless eyewear, and has also made a unique impact on the full-rim eyewear market in recent years. Silhouette eyewear has it all: prescription eyewear, sunglasses with or without prescription, and rimless, full-rim or half-rim models; all with ultra-light design, unparalleled comfort, in high-quality materials and in a limitless range of shapes, colors and designs.

INSPIRING LIGHTNESS IN A VISIONARY DESIGN

The secret of our success is plain to see: Silhouette has remained true to its values for decades and believes in uncompromising quality, absolute precision, visionary design, innovative ideas and inspiring lightness. As a full-service provider, we are able to do something unique: we can develop and produce lenses and frames under one roof in Linz and customize them to meet the consumer's exact requirements. Every concept, design and production step is perfectly coordinated. Thus, each premium pair of eyewear becomes a work of art, an individually tailored masterpiece for a perfect visual experience, right up to the edge of the lenses.

TITAN MINIMAL ART – UNPRECEDENTED LIGHTNESS



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Suddenly people were writing to us and emailing from all over the world to thank us. It was extraordinary and, at the same time, very moving.

Arnold Schmied, member of the founding family

Every pair of premium eyewear from Silhouette represents carefree lightness, but the Titan Minimal Art (TMA) is in a class of its own. This Silhouette icon is considered the most renowned rimless eyewear in the world, revolutionizing the eyewear market in 1999. Weighing just 1.8 grams, the Titan Minimal Art is the ultimate lightweight eyewear. It needs no frame, screws or hinges. As a result, no other eyewear to this day can match the TMA's level of comfort.

COVETED BESTSELLER – WORLDWIDE

The Titan Minimal Art collection is worn by an astonishing 12 million people worldwide. It has garnered 18 design awards for its unique look, and seven fashion designers have already asked their models to wear it on the catwalks. The TMA is now synonymous with Silhouette's design ethos.

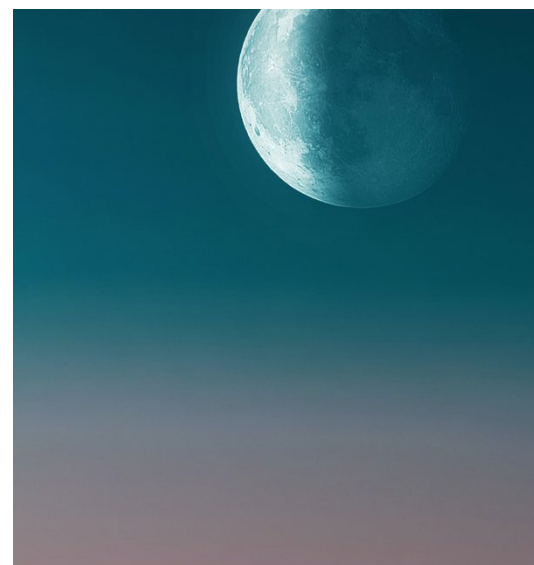


FROM 1.8 GRAMS TO WEIGHTLESS: THE TMA IN SPACE

Only the very best are allowed to travel into space, like our Titan Minimal Art, for example, which has already been there 59 times! After much research and a long series of tests, the leading international space agency selected it as the perfect eyewear for space missions. One of the decisive factors was that the TMA doesn't require any screws or hinges, eliminating the risk of parts coming loose. The optimal fit of the TMA's titanium temples is also recommended as the perfect solution for astronauts. To this day, Silhouette prescription eyewear is an integral part of all international space missions.

“Absolute precision and reliability are crucial for space missions. That's why astronauts regularly rely on our Titan Minimal Art.

*Rupert Spindelbaker,
Head of Research & Development*



OUR FULL-RIM EYEWEAR IS INSPIRATIONAL AND INNOVATIVE



We are proud to be pioneers in the field of premium rimless eyewear, and we are equally excited about our strong growth and position within the full-rim market. What identifies a pair of eyewear as Silhouette, is not whether it's rimless, full-rim models or half-rim, but our attention to detail and passion for the product – and that's a difference that you can really feel. Our full-rim models combine cutting-edge features with harmonious design. They have all the typical Silhouette virtues of uncompromising quality, unsurpassed comfort and exceptional lightness. Weighing just 3.3 grams, they are the lightest eyewear in the Silhouette full-rim range.

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Silhouette's full-rim eyewear is the perfect, lightweight statement piece for lovers of a minimalist aesthetic.

Roland Keplinger, Design Director

**REVOLUTIONARY MATERIALS:
SPX®+ POLYAMIDE AND HIGH-TECH TITANIUM**
Their minimal weight is made possible by using two innovative, high-quality materials: Silhouette's patented polyamide material, SPX®+ and high-tech titanium. Premium SPX®+ is one of Silhouette's innovations and makes our full-rim eyewear incredibly light. It also means that each pair of full-rim eyewear can be optimally adapted to the needs of the wearer and will consequently fit like a glove. This material also opens up the opportunity for a wide variety of shapes and colors. The unique composition of high-tech titanium makes what previously seemed impossible, now possible. High-tech titanium is flexible, light and warp-resistant. It is also hypoallergenic and is the ideal material for creating our unique designs. We lovingly handcraft our creations from the best materials – because we love what we do.



OUR SUNGLASSES ARE AS LIGHT AS THE RAYS OF THE SUN

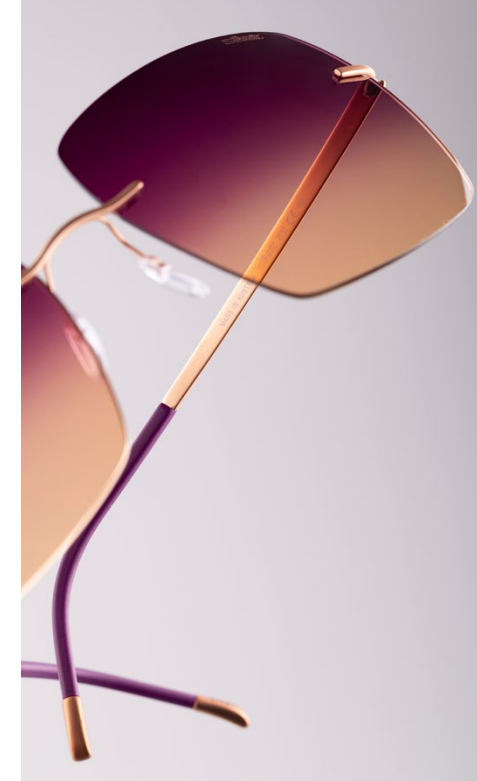
Outdoor life welcomes in the sunshine, allowing for walks in the park, a day at the beach, lunch al fresco, and so much more. Silhouette's exclusive, high-quality, premium sunglasses ensure that this perfect time is even better. They'll quickly become your favorite outdoor accessory with their outstanding lightness, clear, modern design and superior quality.

LIGHTWEIGHT COMFORT WITH CUSTOM-FITTED LENSES

Silhouette creates eyewear that is among the lightest in the world, offering unparalleled comfort. The secret to our ultra-light designs lies in the precision workmanship involved in the high-tech materials we use. Our much-coveted eyewear also has a lot to offer when it comes to lenses; all of our models can be custom-fitted with prescription sun protection lenses from 100% Silhouette at Silhouette's in-house lens lab.

INNOVATIVE LENSES THAT PROTECT AND ADAPT

Light conditions change – Silhouette eyewear adapts. Our premium lenses are based on an innovative technology that allows them to adapt to the ambient light conditions. Our patented Silhouette Light Management® technology protects your eyes from harmful UV rays and delivers brilliant colors and better contrast, despite anti-glare protection. The outstanding finish to our eyewear makes every sunny day a perfect experience.



SAFER, MORE COMFORTABLE VISION WITH SILHOUETTE LIGHT MANAGEMENT® TECHNOLOGY

If you know and love where you come from, you're free to explore the future. We're always on the lookout for innovations and new ideas to enhance our premium eyewear. We're constantly reinventing the future of vision. An example of this is our patented Silhouette Light Management® technology, which offers unprecedented protection against harmful UV rays. The specially developed transmittance ranges of Silhouette's lenses provide a pleasant brightening effect and brilliant, high-contrast colors, along with perfect anti-glare protection. Thanks to Silhouette Light Management® technology, the lenses are also more receptive to yellow tones, which have a color-intensifying and positive, mood-enhancing effect.



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For the customer, 100% Silhouette means eyewear that is 100 % consistent, from start to finish. In short, perfect vision. And for the specialist staff, it means significantly less effort and much more time for individual customer advice.

*Thomas Beier,
Director Vision Sensation*



100% SILHOUETTE – LENSES, FRAMES AND SERVICES, ALL FROM A SINGLE SUPPLIER

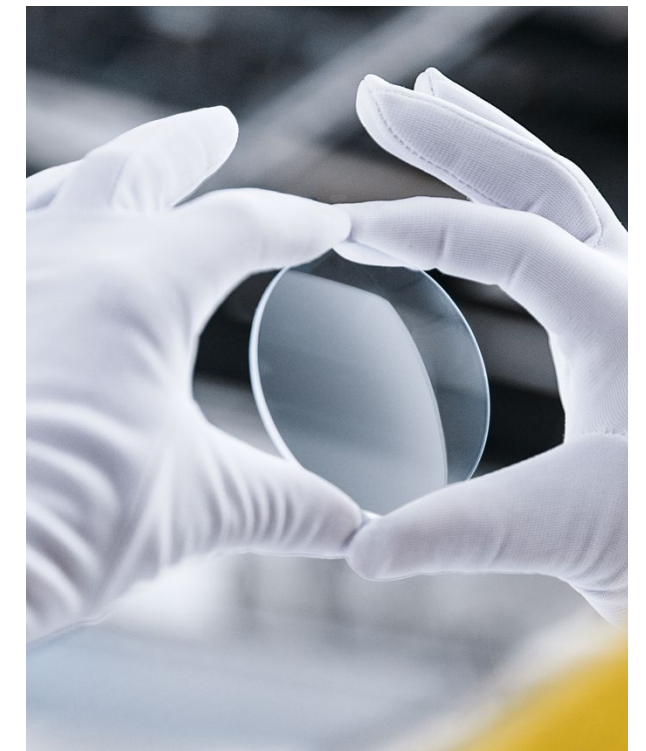


Silhouette believes in a holistic approach to its eyewear. Lenses are created by a team of specialists at the lens lab in Linz, with each pair being carefully customized to match each set of frames and to meet the consumer's exact requirements. "Every concept, design and production step are perfectly coordinated. We're not a general lens producer, making lenses for companies all over the world. We only produce the perfect lenses for our Silhouette frames," explains CMO Michael Schmied.

FULL-SERVICE PROVIDER OF CUSTOM-FITTED MASTERPIECES

Each lens design is perfectly configured to match the chosen Silhouette frame. We precisely map the needs of the wearer using specific parameters during production. Each individual lens is therefore unique. Our lenses provide a perfect visual experience right up to the edge of the lenses. They also offer seamless, graduated vision from near to far. As we know the exact frame data, we can ensure the right base lens curvature to optimize peripheral vision. Our experienced craftsmanship and high-tech tools mean we can process the lens edges with precision, and offer a virtually infinite number of customizable options.

Our outstanding, premium service adds the finishing touch for an experience that is truly 100% Silhouette. By taking this approach, Silhouette has succeeded in combining premium eyewear frames with unique, custom-fit lenses.





PERFECTION ACROSS 3 BRANDS

The Silhouette Group inspires consumers all over the world with its diverse brand portfolio, comprising the core brand Silhouette, the sports eyewear brand evil eye and the urban lifestyle brand NEUBAU EYEWEAR. All three brands pride themselves on offering consumers premium quality and perfect vision.

SILHOUETTE, EVIL EYE AND NEUBAU EYEWEAR AT A GLANCE

Silhouette is the heart of our business. The brand embodies inspiring, carefree lightness. The evil eye brand uniquely combines highly functional, premium sports eyewear with modern design. Our eyewear has patented, individual adjustment options for peak sports performance. We have 25 years' experience in the development of sports eyewear and we work with expert specialists. NEUBAU EYEWEAR, a pioneer in sustainable eyewear, completes our high-quality range. The brand works with selected, premium sales partners and offers outstanding and award-winning products made from plant-based materials. NEUBAU EYEWEAR also produces modern, avant-garde designs that are known for their comfort and quality, while ensuring that the company meets the high environmental standards that it has set for itself.



“Silhouette stands for inspiring lightness, evil eye for sporty, modern design, and NEUBAU EYEWEAR represents avant-garde sustainability. They have one main thing in common though: our uncompromising demand for the highest quality.”

Reinhard Mahr, CEO & CFO

EVIL EYE – TRUE SPORT EYEWEAR

From development to production, from fitting to peak performance, highly functional sports eyewear from evil eye always provides clear, uninterrupted vision, a perfect fit no matter how you move your body and an individually adjustable design. Innovative technologies, uncompromising quality and the perfect combination of design and materials allow the wearer to achieve peak performance under the toughest conditions.



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Athletes strive for peak performance - and this applies to choosing their sports eyewear too.

Michael Schmied, CMO

HIGH-TECH FOR HIGH PERFORMANCE

All evil eye models are made in Austria and have been designed, developed and produced in Linz since 2019, using a combination of high-tech and hand-crafted techniques. evil eye sports eyewear is made exclusively from an ultra-light, extremely durable yet flexible material called PPX®. This high-tech material guarantees a slip-resistant, pressure-free, secure fit during sporting activities. evil eye's high-end filtering technology provides clear, comfortable vision under any lighting conditions. Our self-tinting VARIO filters adjust seamlessly and automatically to match the ambient light, while our LST® (light stabilizing technology) filters sharpen contrasts and equalize rapid transitions between light and shade. Without exception, all evil eye filters provide 100 % protection from harmful UVA, UVB and UVC radiation (UV400).

HIGH-END SPORTS EYEWEAR WITH PRESCRIPTION LENSES

Evil eye excels in providing sports eyewear with prescription lenses, with the option of clip-in, adapter or direct glazing, depending on the model. The continuous production chain for both frames and prescription lenses at the lens lab in Linz guarantees the highest standards.

NEUBAU EYEWEAR – SUSTAINABLE AVANTGARDE

NEUBAU EYEWEAR embodies excellence in the premium eyewear segment. The company's strong commitment to design and a sustainable brand philosophy can be neatly summed up in two words: sustainably avant-garde. Since it was founded in 2016, the brand combines urban aesthetics for both prescription eyewear and sunglasses with the highest standards of quality and dynamic, technological innovation. Our high-quality designer eyewear is made from sustainable materials, such as plant-based materials, titanium and recycled stainless steel. These high-quality materials are extraordinarily light, flexible and strong. They are extremely comfortable to wear and look great too.



SPOTLIGHT ON FUNCTIONALITY AND ENVIRONMENTAL PROTECTION

Sustainability is one of the main challenges of our time. That's why we're proud to be able to play a pioneering role with NEUBAU EYEWEAR.

Thomas Windischbauer, COO

The brand's focus on functionality and environmental protection also encompasses eyewear accessories. All NEUBAU EYEWEAR comes with a cleaning cloth made from 100 % recycled plastic bottles and an innovative case made from recycled and recyclable materials. Even its marketing brochures and point-of-sale advertisements are made from carefully selected materials whose suppliers must adhere to high environmental standards.



AN EYE ON THE FUTURE

The Silhouette Group was acting sustainably before the term even existed. From the very beginning in 1964, we have always valued the environment, resources and people as a matter of course. As a family-run company, now in our third generation, we take our responsibilities toward society very seriously. This is already demonstrated by the fact that we are the only eyewear production company in Europe with EMAS certification. To become EMAS-certified, companies must be able to demonstrate excellent environmental practices across their entire business that far exceed legal requirements.

OUR MISSION: ZERO EMISSIONS

We have already reached a milestone on our way to becoming a climate-neutral company: our eyewear production is now carbon-neutral with offsetting. And we continue to reduce our CO₂ emissions through in-house sustainability projects. Thanks in part to this effort, within the last 7 years, we have been able to reduce our CO₂ emissions by half. We offset the remaining 2,000 tons by acquiring certificates from Gold Standard projects in the Global South. This means we support recognized, external climate protection projects and offset our remaining CO₂ emissions with this commitment.



THE BEST ELECTRICITY IS THE ELECTRICITY YOU GENERATE YOURSELF

Electricity is the most used form of energy in eyewear production. We therefore only purchase green electricity from a carbon-free, sustainable and environmentally-friendly electricity mix, produced from solar, wind and hydroelectric power, biomass and biogas. In addition, we have embarked on a mission to become self-sufficient in terms of electricity. Now that we have solar panels on all suitable roof surfaces at our production facilities, we're generating 1,142,000 kWh of green electricity per year, which is fully used for eyewear production. By doing this, we will be able to cover around 13 % of our eyewear production's annual electricity needs. In addition, we're saving 448 tons of CO₂, which is the same amount it would take 13,361 trees to capture from the atmosphere each year.



BECAUSE EVERY DROP IS PRECIOUS

Our headquarters in Linz is located in a water conservation area with very strict regulations and controls. Our premium eyewear is therefore produced under strict environmental protection measures. We are also constantly working to save water and improve the quality and purification of the wastewater we produce. This means that we treat 104,000 liters of production water every day, recycling it several times before finally discharging it into the sewer.



DIVERSITY ENRICHES OUR CULTURE AND FUELS OUR SUCCESS

As a family-run business, we attach particular importance to fostering a strong team spirit based on mutual respect. We are delighted with all our employees, regardless of origin, gender, age or sexual orientation. We see diversity as something positive that promotes our culture and economic success. That's why the Silhouette Group also became a signatory of the Diversity Charter. In addition, our Code of Conduct forms a central "moral compass" for our daily actions. It applies to everyone – from CEO to interns.

WE LOVE MINIMALISM, ESPECIALLY WHEN IT COMES TO CONSUMPTION

Minimal material, maximum quality. We don't just live by this principle in the design of our premium eyewear; the focus of the Silhouette Group's development strategy is the minimization of materials consumption for each eyewear category. We strive to use materials more efficiently in our production processes with the goal of establishing a circular economy in the near future.

FRAMES MADE FROM PLANT-BASED MATERIALS

The Silhouette Group uses raw materials that are as sustainable as possible. For example, some of our full-rim frames consist of 65 % or even 100 % plant-based materials (castor oil). This is a real step forward at a time when only 0.5 % of all plastic products worldwide are made from plant-based raw materials.





Our e-commerce strategy is all about creating an emotionalized brand experience for our online consumers. We're continuously developing our online platforms and consistently putting the consumer journey at the center of everything we do.

Michael Schmied, CMO

THE FUTURE IS DIGITAL. AND SO ARE WE!

We're not chasing after digital change, but are helping to shape it. As a pioneer in the eyewear industry, we offer users unique brand experiences and, as an international leader in technology, we also play a pioneering role in the digital sector.

THE INTERNET OFFERS MANY POSSIBILITIES. WE MAKE USE OF THEM.

Looking for your new favorite eyewear has never been so convenient. With the Virtual Try-On tool at silhouette.com and evileye.com, your computer display instantly transforms into a virtual mirror. This means our wide range of products can be experienced digitally. User-friendly navigation, integrated search filters and in-depth product information are all designed to help consumers intuitively find the perfect pair of eyewear. Everyone can choose their favorite eyewear from the comfort of their own home.

In select markets, evil eye sunglasses and sports eyewear can also be ordered directly from the online shop. Depending on the sales area, this includes free home delivery, regardless of the order amount, and convenient payment options such as PayPal, credit card and debit card. If the consumer isn't completely satisfied with their eyewear, they can simply return it. This is what makes online shopping a fun experience.

With the Buy Local initiative, we also offer our consumers the opportunity to make an online appointment with our eyecare professional partner in their area. In a personal consultation, the eyecare professional will address the individual wishes and requirements of the consumers, allowing us to perfectly combine the advantages of both online and offline worlds. This innovative initiative even received a Red Dot Award. Watch this digital space for future innovations. The next instalment is coming soon...

AT A GLANCE

The Silhouette Group is an internationally successful family-run company that has been designing and producing the finest eyewear in the world since 1964. At its headquarters in Linz, the full-service provider of premium eyewear combines lenses, frames and service into an inseparable unit, creating an unsurpassed visual experience. Every product is made in Austria, with over 1,300 specialists working tirelessly to inspire our customers and consumers around the world. The company is managed by CEO and CFO Reinhard Mahr, COO Thomas Windischbauer and CMO Michael Schmied.



*COO Thomas Windischbauer, CEO & CFO Reinhard Mahr
and CMO Michael Schmied.*

THE GLOBAL MARKET LEADER IN PREMIUM RIMLESS EYEWEAR

With 13 international distribution companies of its own, as well as a regional office, the Silhouette Group is known throughout the world for being the successful market leader in premium eyewear. Exports account for 95 % of its production. Silhouette eyewear is available in over 100 countries.

THREE SUCCESSFUL BRANDS, ONE CONCEPT FOR SUCCESS: PREMIUM QUALITY

With its core brand Silhouette, its evil eye sports brand (established in 2019) and its urban lifestyle brand NEUBAU EYEWEAR (established in 2016), the company epitomizes quality, high-value materials and innovative design, receiving over 110 awards to date. In 2018, the 100,000,000th pair of eyewear was produced in Linz, with Silhouette's signature eye for detail and outstanding craftsmanship.

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