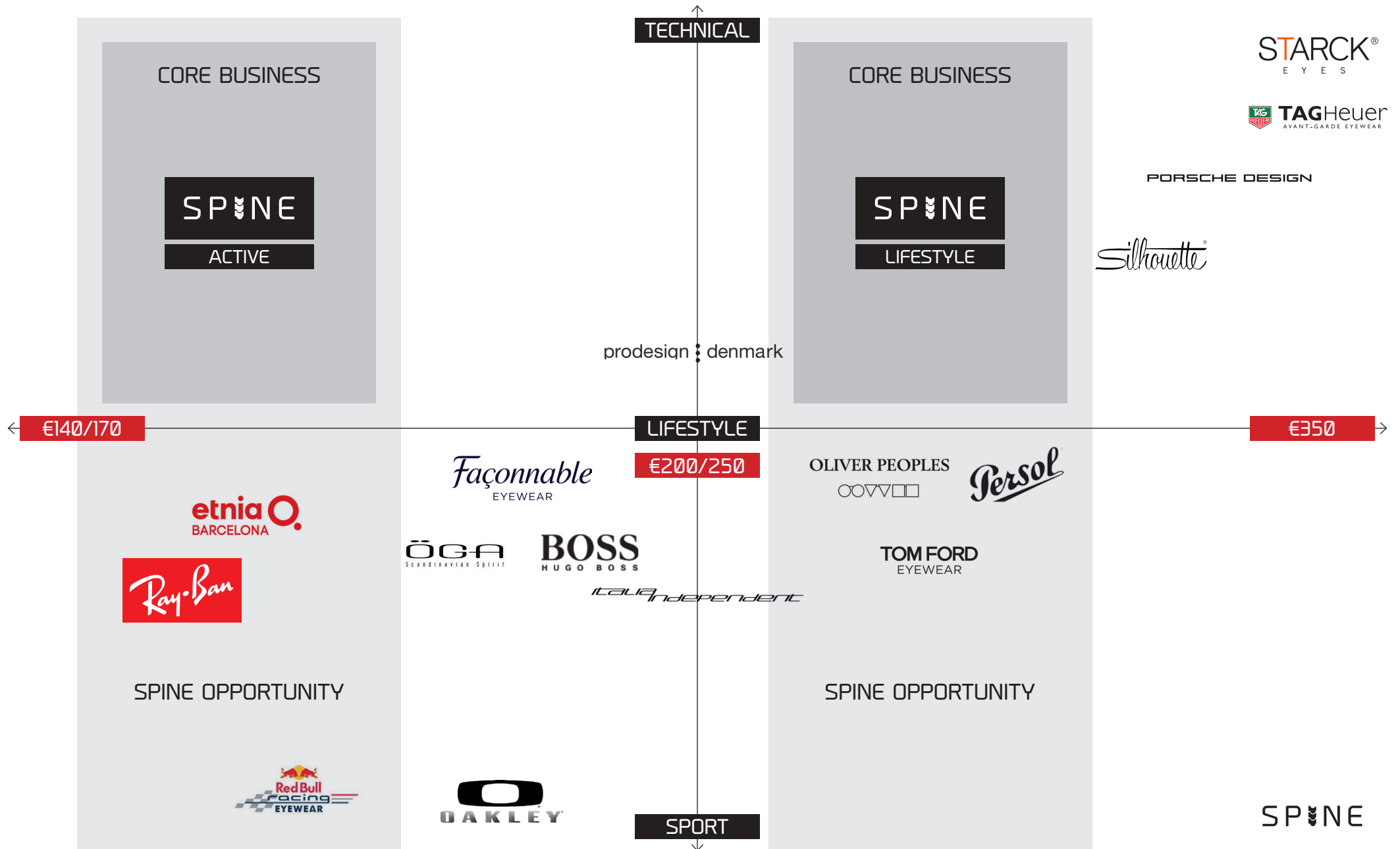


SPINE
GET A GRIP

BENCHMARKING

NEW AND UNIQUE EYEWEAR CATEGORY

A NEW APPROACH: AFFORDABLE, WITH NO COMPROMISES WITH REGARD TO AESTHETICS & ERGONOMICS, ALLIED WITH PATENTED TECHNOLOGY, TO WIN A WIDER TARGET



(ACTIVE)

(LIFESTYLE)

OUR CONSUMER (PERSONAE)

SPINE

ACTIVE
&
LIFESTYLE

OUR CONSUMER (PERSONAE)

LIVES IN /

Paris, London, Milan, Berlin Barcelona, Lisbon,
Vancouver, San Francisco, Buenos Aires,
Sidney, Cape Town

AGE /

30 - 45+

INTERESTS /

Technology, Fashion, Value,
Active lifestyle, Travel

EDUCATION LEVEL /

Graduate

JOB TITLE /

Middle management, Freelance

INCOME /

€40k - 80k

RELATIONSHIP STATUS /

Couple

BUYING MOTIVATION /

Style, Function

BUYING CONCERNS /

More interested in value and benefits than brand

SPINE



OUR CONSUMER (WAY OF LIFE)

ACTIVE

AESTHETE

TAKES CARE OF HIS IMAGE

ATTRACTED BY PERFORMANCE

GLOBAL CITIZEN



SPINE



OUR CONSUMER (ATTRACTIONS)

ACTIVE

AESTHETE

TAKES CARE OF HIS IMAGE

ATTRACTED BY PERFORMANCE

GLOBAL CITIZEN



SPINE

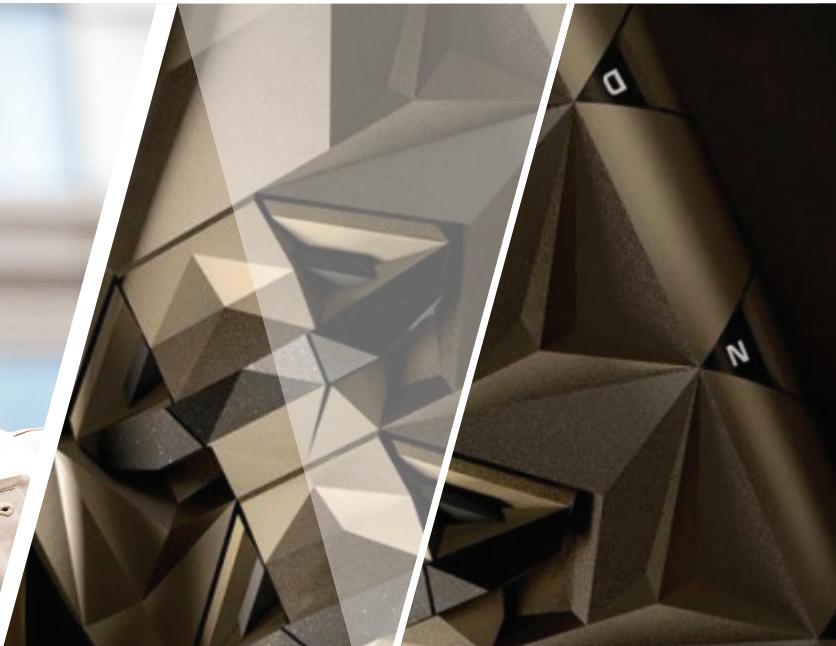


WAY OF LIFE
(FUNCTIONAL CODES)



&

INSPIRED
OUR
PRODUCT



ATTRACTIONS
(LUXURY CODES)



SPINE

SPINE

TOP 10 GLOBAL RANKING



SPINE

TOP 10 GLOBAL RANKING

■ TOP 3 OPTICAL COLLECTION

FEBRUARY / AUGUST 2018

01



■ SP 1403 / 085

02



■ SP 1403 / 655

03



■ SP 2405 / 901

SPINE

TOP 10 GLOBAL RANKING

■ OPTICAL COLLECTION

FEBRUARY / AUGUST 2018

04



■ SP 1020 / 055

05



■ SP 1020 / 900

06



■ SP 2405 / 002

07



■ SP 2401 / 975

08



■ SP 1018 / 100

09



■ SP 1020 / 200

10



■ SP 1402 / 001

SPINE

TOP 10 GLOBAL RANKING

■ TOP 3 SUNGLASSES COLLECTION

FEBRUARY / AUGUST 2018

01



■ SP 3403 / 485

02



■ SP 3403 / 917

03



■ SP 4402 / 081

SPINE

TOP 10 GLOBAL RANKING

■ SUNGLASSES COLLECTION

FEBRUARY / AUGUST 2018

04



■ SP 4401 / 006

05



■ SP 3404 / 001

06



■ SP 3016 / 001

07



■ SP 4402 / 488

08



■ SP 3403 / 680

09



■ SP 3404 / 131

10



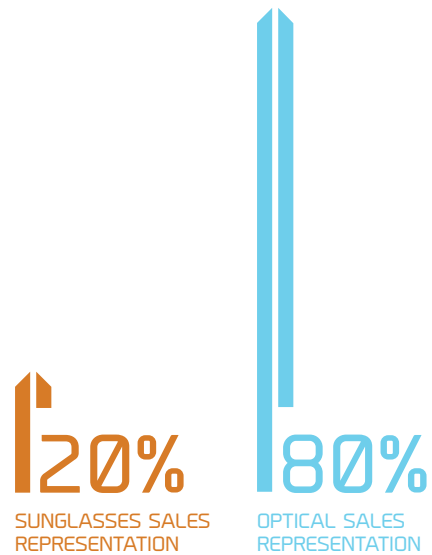
■ SP 4401 / 001

SPINE

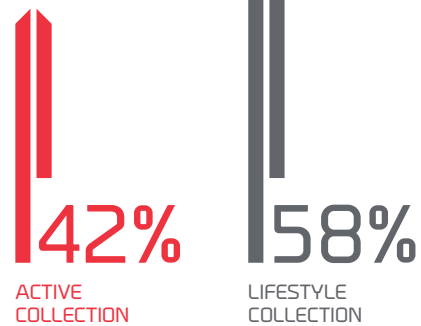
SALES BY QUANTITIES

■ BEST SELLERS

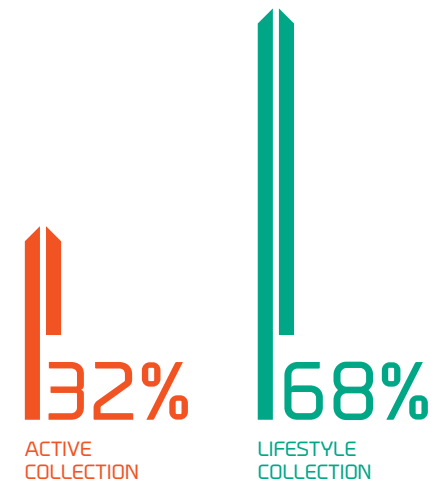
SPINE OPTICS DIVISION



■ COLLECTION REPARTITION



■ OPTICAL COLLECTION REPARTITION



■ SUNGLASSES COLLECTION REPARTITION

(ACTIVE)

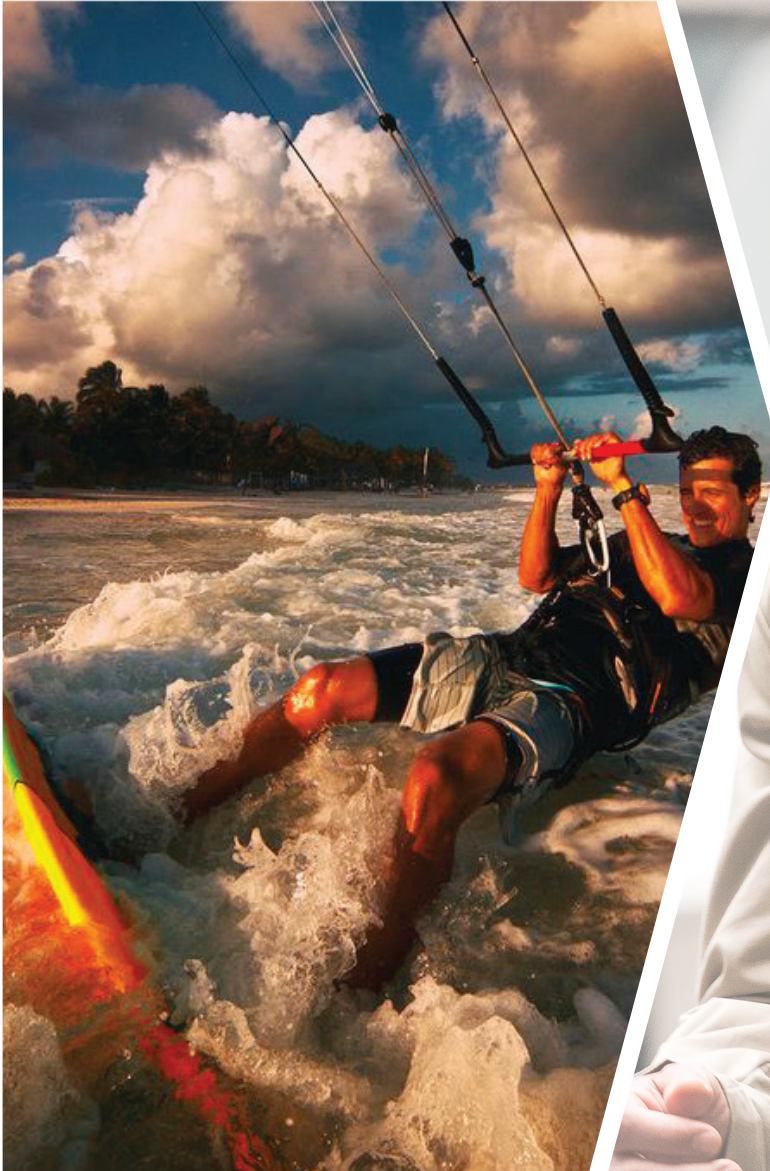
(LIFESTYLE)

OUR SEGMENTATION

(SPINE EYEWEAR)

SPINE

ACTIVE
(SPINE SEGMENTATION)



LIFESTYLE
(SPINE SEGMENTATION)



SPINE

TECHNICAL INFORMATION

HINGE CONCEPT

SPINE OPTICS 2.0 FRAME SCIENCE:

CONCEPT : A NEW APPROACH

AFFORDABLE TECHNOLOGY WITH NO COMPROMISES, WITH REGARD TO AESTHETICS AND ERGONOMICS ALLIED WITH PATENTED HINGES TO WIN A WIDER TARGET.

SPINE 2.0 offer two totally unique and patented multidirectional smart hinges's.

7.5mm and 4.5mm sizes with no screws to fall out or loosen.

ADJUSTABLE - DURABLE - SUPERIOR COMFORT - LIGHTWEIGHT - HYPOALLERGENIC

GET A GRIP' FEATURES

Our self closing temple technology offers continued grip which reduce slippage, enhances stability and eradicating time consuming re adjustments (particulary effective for high power and multifocal lens wearers).

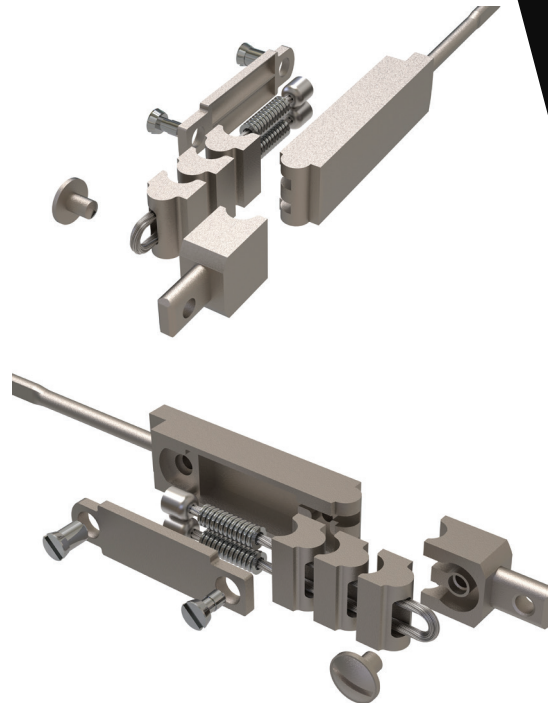
SPINE 2.0 smart hinge delivers enhanced horizontal flexibility to manage impact and accommodate all head sizes, large and small. SPINE 2.0 smart hinge also absorbs daily knocks and bumps maintaining frame form that is essential for perfect visual accuracy.

LENSES SCIENCE

SPINE OPTICS SUNGLASSES LENSES SCIENCE

Discreetly lasered with the SPINE logo, all our high performance sunglass lenses are Category 3, so suitable for all conditions, and come with an inner anti-reflective coating as standard to minimise unwanted glare and unwanted back surface lens reflections.

Our multi layer mirror coatings deflect over 80% of infrared heat. This reduces dryness to our eyes, improving eye comfort, whilst our inherent lens tints help prevent UV leaks which can be caused by scratches.



WWW.SPINEOPTICS.COM

■ SUNGLASS LENS COLOURS: FEATURES & BENEFITS



GREY / BLACK LENSES

- Good for general purpose use
- Reduce eye fatigue
- Provide true color perception
- Minimize glare, especially off water
- Darkest tint with highest available light reduction



BROWN / COPPER LENSES

- Good for variable everyday conditions
- Enhances contrast
- Contains a red element to improve depth perception



GREEN LENSES

- Good for general purpose use
- Offers even colour perception
- Dims glare while brightening shadows
- Provides good contrast for low-light conditions



BLUE / PURPLE LENSES

- Trendy and aesthetically pleasing
- Reduce glare
- Help define contours
- Enhance colour perception



PINK / RED LENSES

- Improve visual depth
- reduce eye strain
- Provide good road visibility
- Offer greatest amount of contrast



GOLD LENSES

- Provide greater clarity in fog, haze, and other low-light conditions
- Filter out blue light from computer screens & other electronic devices that can cause eye fatigue



■ SUNGLASS LENS COLOURS: ACTIVITIES GUIDE



- GREY / BLACK LENSES**
- Cycling & Mountain Biking
 - Driving & Racing
 - Fishing & Water Sports
 - Golf & Tennis
 - Outdoor Leisure & Sports
 - Skiing



- BROWN / COPPER LENSES**
- Driving & Racing
 - Fishing & Water Sports
 - Golf & Tennis
 - Outdoor Sports
 - Shooting



- GREEN LENSES**
- Cycling & Mountain Biking
 - Fishing & Water Sports
 - Golf & Tennis
 - Outdoor Leisure & Sports
 - Skiing



- BLUE / PURPLE LENSES**
- Fishing & Water Sports
 - Golf
 - Outdoor Leisure
 - Skiing



- PINK / RED LENSES**
- Cycling & Mountain Bike
 - Driving & Racing
 - Skiing



- GOLD LENSES**
- Computers & Gaming
 - Driving & Racing
 - Mountain Biking
 - Shooting
 - Tennis
 - Skiing





PRODUCT FOCUS



ACTIVE
(SPINE SEGMENTATION)



FOR THE ACTIVE CONSUMER /
Running,
Cycling,
Commuting,
Motorbiking

SELF-ADJUSTABLE FOR THE PERFECT FIT /
Bi-injected materials,
Large and medium hinge

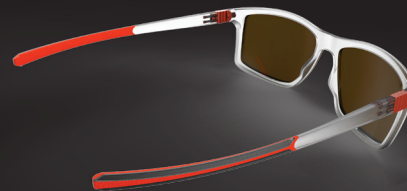


SPINE



SPINE ACTIVE

(SUNGLASSES _ 7.5)



SPINE



SPINE ACTIVE
(SUNGLASSES _ 7.5)



SPINE 3012



SPINE 3013



SPINE 3014



SPINE 3017



SUNGLASSES _ 4.5
(SPINE ACTIVE)



SPINE



SUNGLASSES _ 4.5
(SPINE ACTIVE)



SPINE 3401



SPINE 3402



SPINE 3405

SPINE

FOR INTERNAL USE ONLY



SPINE ACTIVE

(OPTICAL _ 7.5)



SPINE



SPINE ACTIVE

(OPTICAL _ 7.5)



SPINE 1018



SPINE 1024



SPINE 1019



SPINE 1025



SPINE 1020

SPINE



OPTICAL _ 4.5
(SPINE ACTIVE)



SPINE



OPTICAL _ 4.5
(SPINE ACTIVE)



SPINE 1401



SPINE 1408



SPINE 1402



NEW

SPINE 2417 / STOCK DECEMBER 2018



SPINE 1403



NEW

SPINE 2418 / STOCK DECEMBER 2018



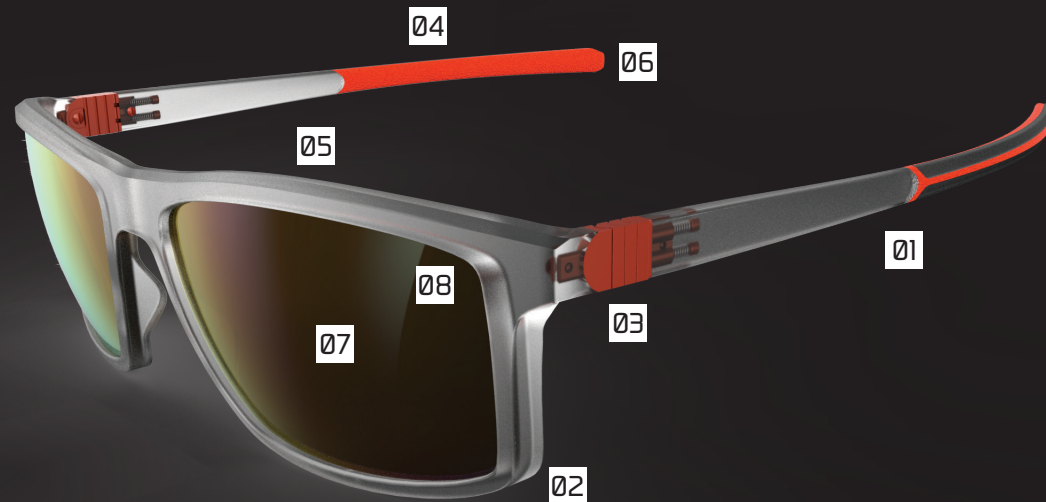
SPINE 1407



NEW

SPINE 2419 / STOCK DECEMBER 2018

SPINE ACTIVE 7.5

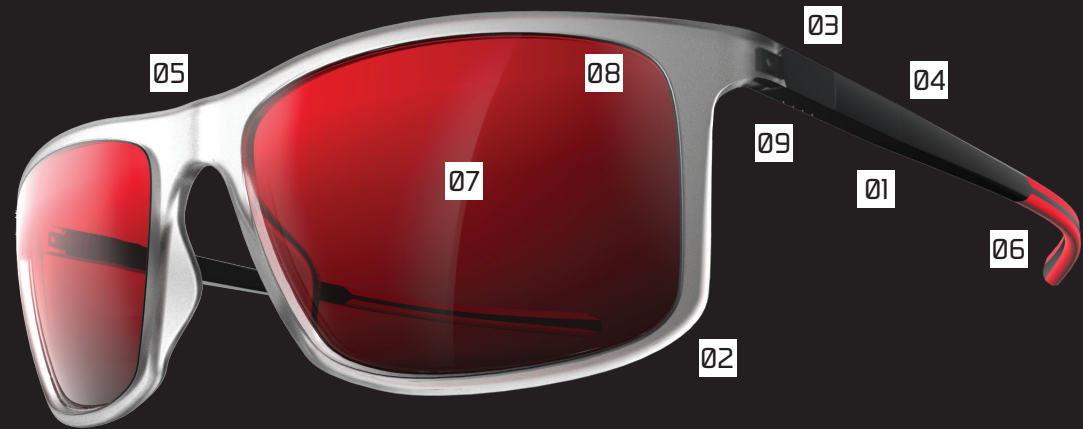


TECHNICAL SNAPSHOT

- 01** BI-INJECTED TEMPLE (TR 90 + RUBBER) /
- 02** INJECTED FRONT /
- 03** COLOURED HINGE (EXCEPT SPRING) /
- 04** STRAIGHT TEMPLES /
SELF-ADJUSTABLE FOR THE PERFECT FIT,
IDEAL FOR WEARING UNDER A HELMET
- 05** BASE 5 FRONT /
FOR BOTH OPTICAL GLASSES & SUNGLASSES
- 06** COMMON END-TIPS SHAPE /
SPECIFIC TREATMENT
- 07** POLARIZED LENSES FOR SUNGLASSES /

SPINE

SPINE ACTIVE 4.5



TECHNICAL SNAPSHOT

- 01 BI-INJECTED TEMPLE (TR 90 + RUBBER) /
- 02 INJECTED FRONT - ULTRA THIN /
- 03 COLOURED MICRO-INJECTION-MOULDED HINGE
- 04 STRAIGHT TEMPLES /
PERFECT FOR AN ACTIVE LIFESTYLE AND IDEAL FOR WEARING UNDER A HELMET
- 05 BASE 5 FRONT /
FOR BOTH OPTICAL GLASSES & SUNGLASSES
- 06 COMMON TEMPLE TIP SHAPE /
SPECIFIC TREATMENT
- 07 POLARIZED LENSES FOR SUNGLASSES /
- 08 NEW SIZE 4.5 HINGE

SPINE



FOR THE LIFESTYLE CONSUMER /
Men interested in style and technology

EXCLUSIVE SIGNATURE /
Superior comfort

KNOW-HOW AND PRECISION /
Meeting your vision requirements

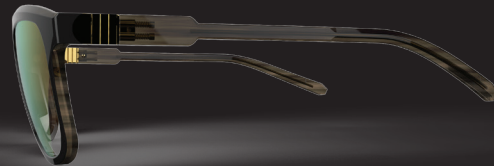


LIFESTYLE
(SPINE SEGMENTATION)

SPINE



SUNGLASSES _ 7.5
(SPINE LIFESTYLE)



SPINE



SPINE 3015



SPINE 3016

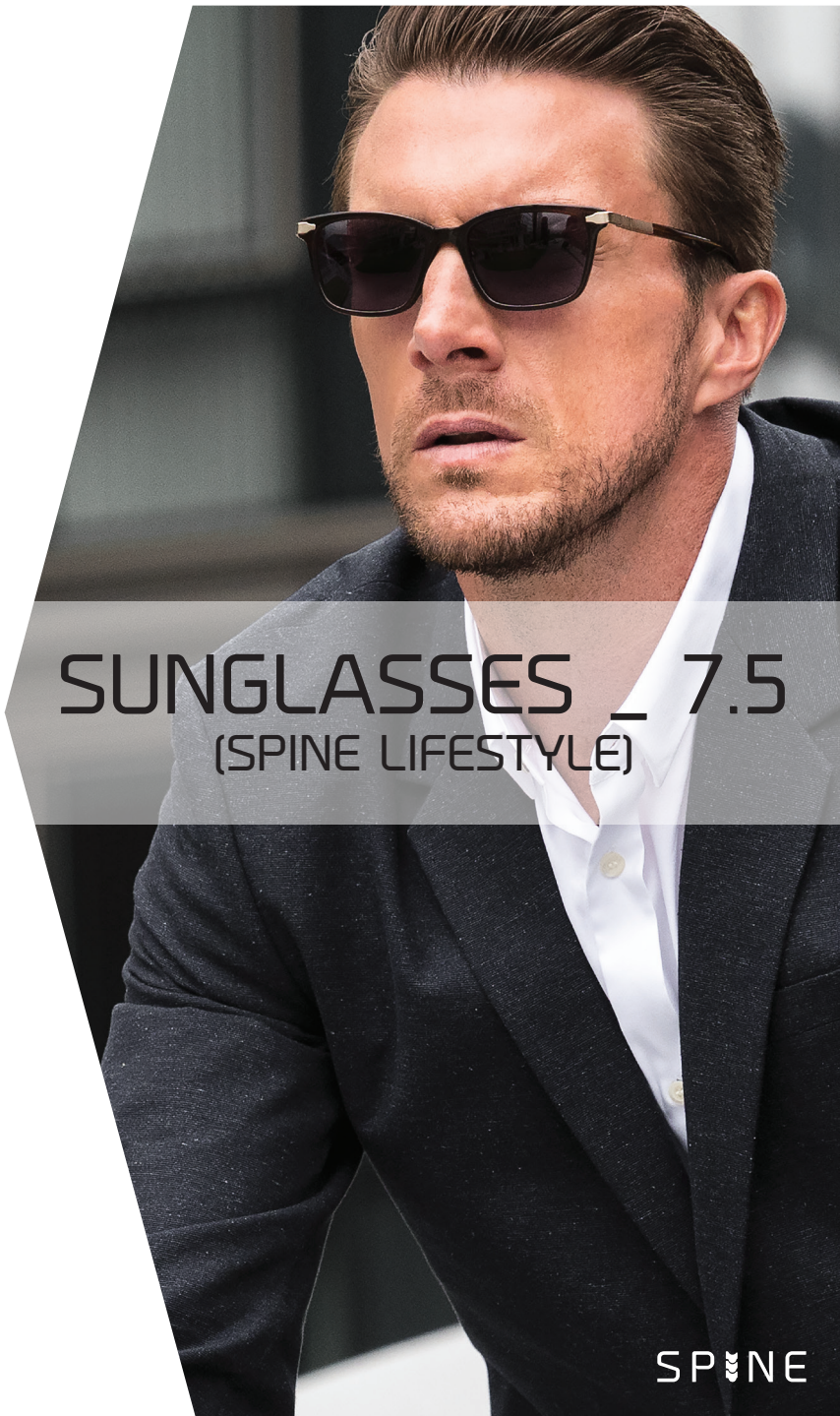


SPINE 3018



NEW

SPINE 4008 / STOCK DECEMBER 2018



SUNGLASSES _ 7.5

(SPINE LIFESTYLE)

SPINE



SUNGLASSES _ 4.5
(SPINE LIFESTYLE)



SPINE



NEW

SPINE 3404 / STOCK DECEMBER 2018

WITH ANTI-SCRATCH LENSES:
AN ANTI-SCRATCH COATING
ACTS AS A PROTECTIVE LAYER
WHICH MAKES THE LENSES BOTH
MORE DURABLE AND SAFER



SPINE 3403



SPINE 3404



SPINE 4401



SPINE 4402

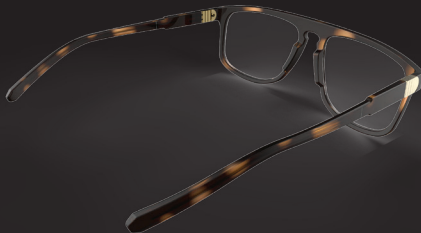
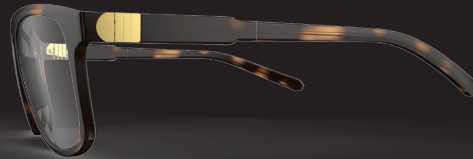


SUNGLASSES _ 4.5
(SPINE LIFESTYLE)

SPINE



OPTICAL _ 7.5
(SPINE LIFESTYLE)



SPINE



NEW

SPINE 2014 / STOCK DECEMBER 2018



SPINE 1021



SPINE 1022



SPINE 1023



SPINE 1026

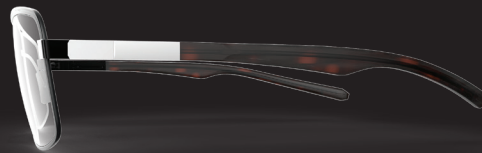


OPTICAL _ 7.5
(SPINE LIFESTYLE)

SPINE



OPTICAL _ 4.5
(FULL RIMMED / SPINE LIFESTYLE)



SPINE



SPINE 2404



SPINE 1404



SPINE 2407



SPINE 1405



SPINE 2408



SPINE 1406



OPTICAL _ 4.5
(SPINE LIFESTYLE)

SPINE



NEW

SPINE 2416 / STOCK DECEMBER 2018



SPINE 2402



SPINE 2403



SPINE 2401



SPINE 2405



SPINE 2406



OPTICAL _ 4.5
(SPINE LIFESTYLE)

SPINE



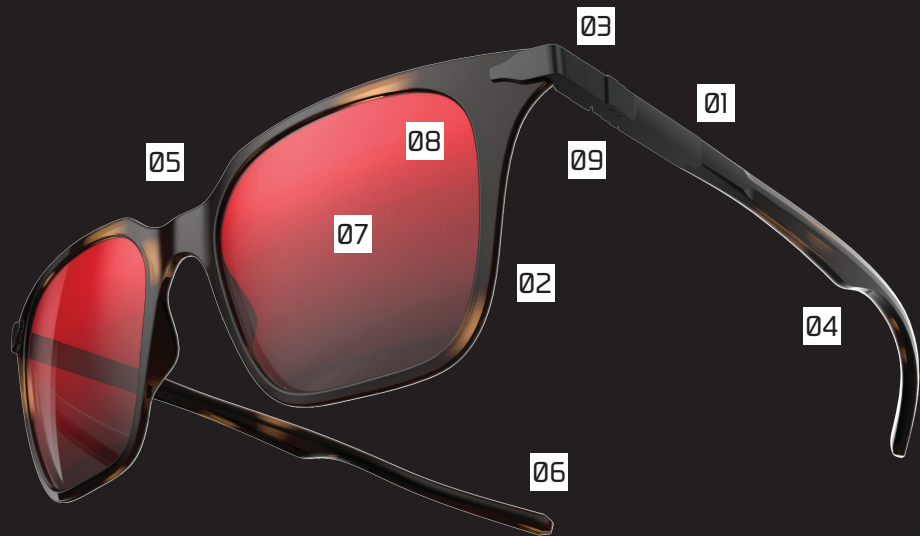
LIFESTYLE 7.5

TECHNICAL SNAPSHOT

- 01 ACETATE TEMPLE /
- 02 ACETATE OR COMBINED FRONT /
- 03 GALVANIZED HINGE /
- 04 AJUSTABLE TEMPLES /
WITH WIRE CORE
- 05 BASE 4 FRONT /
FOR BOTH OPTICAL GLASSES & SUNGLASSES
- 06 COMMON TEMPLE TIP SHAPE /
SPECIFIC TREATMENT - 2 DIFFERENT TEMPLES
- 07 FLASH AND/OR GRADIENT LENSES /
FOR SUNGLASSES



SPINE



LIFESTYLE 4.5

TECHNICAL SNAPSHOT

- 01** ACETATE TEMPLE /
- 02** ACETATE OR COMBINED FRONT /
- 03** GALVANIZED HINGE /
- 04** AJUSTABLE TEMPLES /
WITH WIRE CORE
- 05** BASE 4 FRONT /
FOR BOTH OPTICAL GLASSES & SUNGLASSES
- 06** COMMON TEMPLE TIP SHAPE /
SPECIFIC TREATMENT - 2 DIFFERENT TEMPLES
- 07** FLASH AND/OR GRADIENT LENSES /
FOR SUNGLASSES
- 08** NEW SIZE 4.5 HINGE



SPINE

(ACTIVE)

(LIFESTYLE)

NEW MODELS

(SILMO 2018)

SPINE

SP NEW MODEL

2417

■ SPINE ACTIVE - 4..5 METAL



SIZE /
59 · 19 · 145

MATERIAL /
Metal

■ SP 2417 / 900



Front ■ Dark Gun
Temples ■ Black
Hinge ■ Dark Gun
Lenses Demo

■ SP 2417 / 905



Front ■ Dark Gun
Temples ■ Black / Yellow
Hinge ■ Dark Gun
Lenses Demo

■ SP 2417 / 926



Front ■ Dark Gun
Temples ■ Black / Navy
Hinge ■ Dark Gun
Lenses Demo

■ SP 2417 / 985



Front ■ Dark Gun
Temples ■ Red
Hinge ■ Dark Gun
Lenses Demo

SP NEW MODEL

2418

■ SPINE ACTIVE - 4..5 METAL



SIZE /
53 · 15 · 145

MATERIAL /
Metal

■ SP 2418 / 002



Front ■ Black
Temples ■ Black / Red
Hinge ■ Black
Lenses Demo

■ SP 2418 / 103



Front ■ Dark Brown
Temples ■ Brown / Orange
Hinge ■ Dark Brown
Lenses Demo

■ SP 2418 / 811



Front ■ Silver
Temples ■ Silver
Hinge ■ Silver
Lenses Demo

■ SP 2418 / 955



Front ■ Dark Gun
Temples ■ Black / Blue
Hinge ■ Dark Gun
Lenses Demo

SP NEW MODEL

2419

■ SPINE ACTIVE - 4.5 METAL



SIZE /
56 · 17 · 145

MATERIAL /
Metal

■ SP 2419 / 002



Front ■ Black
Temples ■ Black / Brown
Hinge ■ Black
Lenses Demo

■ SP 2419 / 650



Front ■ Navy
Temples ■ Black / Navy
Hinge ■ Navy
Lenses Demo

■ SP 2419 / 815



Front ■ Silver
Temples ■ Red
Hinge ■ Silver
Lenses Demo

SP NEW MODEL

4008

■ SPINE LIFESTYLE - 7.5 METAL FULL RIM



SIZE /
56 · 18 · 145

MATERIAL /
Metal

■ SP 4008 / 478



Front ■ Light Gold
Temples ■ Tortoise Brown
Hinge ■ Brown
Lenses ◆ Green Smoke
Cat. 03

■ SP 4008 / 828



Front ■ Silver
Temples ■ Grey
Hinge ■ Grey
Lenses ◆ Blue Smoke
Cat. 03

■ SP 4008 / 965



Front ■ Dark Gun
Temples ■ Black
Hinge ■ Matt Black
Lenses ◆ Grey Gradient
Cat. 03

SP NEW MODEL

4403

■ SPINE LIFESTYLE - 4.5 METAL






SIZE /
52 · 23 · 145

MATERIAL /
Metal

MICRO SCRATCH AUTOMATIC REPAIR LENS

■ SP 4403 / 002



Front  Silver / Black
Temples  Black
Hinge  Grey
Lenses  Grey Smoke
Cat. 03





■ SP 4403 / 403



Front  Black / Tortoise
Temples  Black / Tortoise
Hinge  Matt Black
Lenses  Grey Smoke
Cat. 03

■ SP 4403 / 937



Front  Gun / Grey
Temples  Gun / Grey
Hinge  Grey
Lenses  Grey Gradient
Cat. 03

SP NEW MODEL 2014

■ SPINE LIFESTYLE - 7.5 METAL



SIZE /
58 · 13 · 145

MATERIAL /
Metal

■ SP 2014 / 002



Front ■ Black
Temples ■ Matt Black
Hinge ■ Black
Lenses Demo

■ SP 2014 / 403



Front ■ Light Gold
Temples ■ Tortoise
Hinge ■ Light Gold
Lenses Demo

■ SP 2014 / 828



Front ■ Silver
Temples ■ Matt Grey
Hinge ■ Silver
Lenses Demo

SP NEW MODEL

2416

■ SPINE LIFESTYLE - 4.5 METAL



SIZE /
56 · 17 · 145

MATERIAL /
Metal

■ SP 2416 / 192



Front ■ Dark Brown
Temples ■ Black
Hinge ■ Dark Brown
Lenses Demo

■ SP 2416 / 650



Front ■ Navy
Temples ■ Navy
Hinge ■ Navy
Lenses Demo

■ SP 2416 / 800



Front ■ Silver
Temples ■ Matt Black
Hinge ■ Silver
Lenses Demo

(ACTIVE)

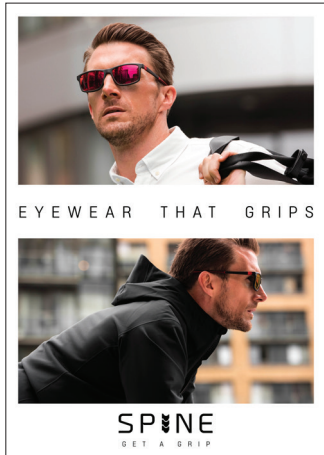
(LIFESTYLE)

SPINE
(MERCHANDISING)

SPINE

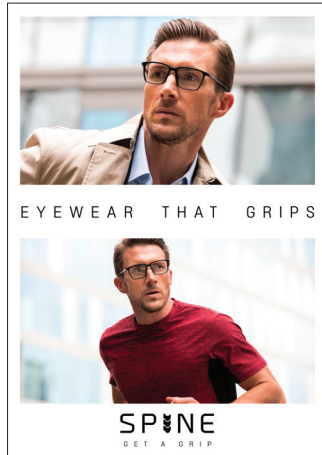
■ WINDOW BANNER DOUBLE SIDED

REF.
SPWBV1A1W17



SUNGLASSES ACTIVE IMAGE

A1 FORMAT :
59,4 x 84,1 CM



OPTICAL ACTIVE IMAGE

■ SHOWCARD OPTICAL / SUNGLASSES

NEW AW 18

REF.
SPSCV42018

A4 FORMAT :
21 x 29,7 CM



■ SHOWCARD OPTICAL / SUNGLASSES

NEW AW 18

A4 FORMAT :
21 x 29,7 CM



FRENCH VERSION
REF. SPSCV5TECFR

ENGLISH VERSION
REF. SPSCV5TECEN

■ WINDOW STICKER

REF.
SPOR18093345

DIMENSIONS
75 x 250 CM

NEW AW 18

AVAILABILITY
DECEMBER 2018



■ FRAME CASE

SPINE PACKAGING REF.
REF. SP6002

DIMENSIONS
15 x 15 x 3 CM



■ COUNTER DISPLAY - 7 PIECES

REF.
SPDS18062416

DIMENSIONS
DIAMETER 150 x H.505 mm



■ ONE FRAME DISPLAY

REF.
SPDS17090975

DIMENSIONS
16 x 10 x 20 cm



OPTICAL IMAGE

SUNGLASSES IMAGE

■ 3 FRAMES DISPLAYS

INTERACTIVE COUNTER
TOP DISPLAY

COUNTER TOP DISPLAY
WITH POSTER



DIMENSIONS: 23 x 13.3 x 43 cm

REF. SPDS17121335

REF. SPDS17121616

■ GLORIFIER - LOGO BLOCK

REF. SPLB17091263

DIMENSIONS
12 x 4 x 4 cm

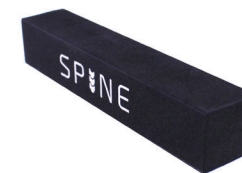


■ HIDER

REF. SPMC002

DIMENSIONS
11 x 2 x 2 cm

AVAILABILITY
TO BE CONFIRMED



SPINE — SOCIAL MEDIA ACTIVITY

■ OUR ACTIVITY



SPINE

SOCIAL MEDIA ACTIVITY

■ FOLLOW US



https://www.instagram.com/spine_optics/



<https://www.facebook.com/SPINEOptics>



https://twitter.com/SPINE_OPTICS



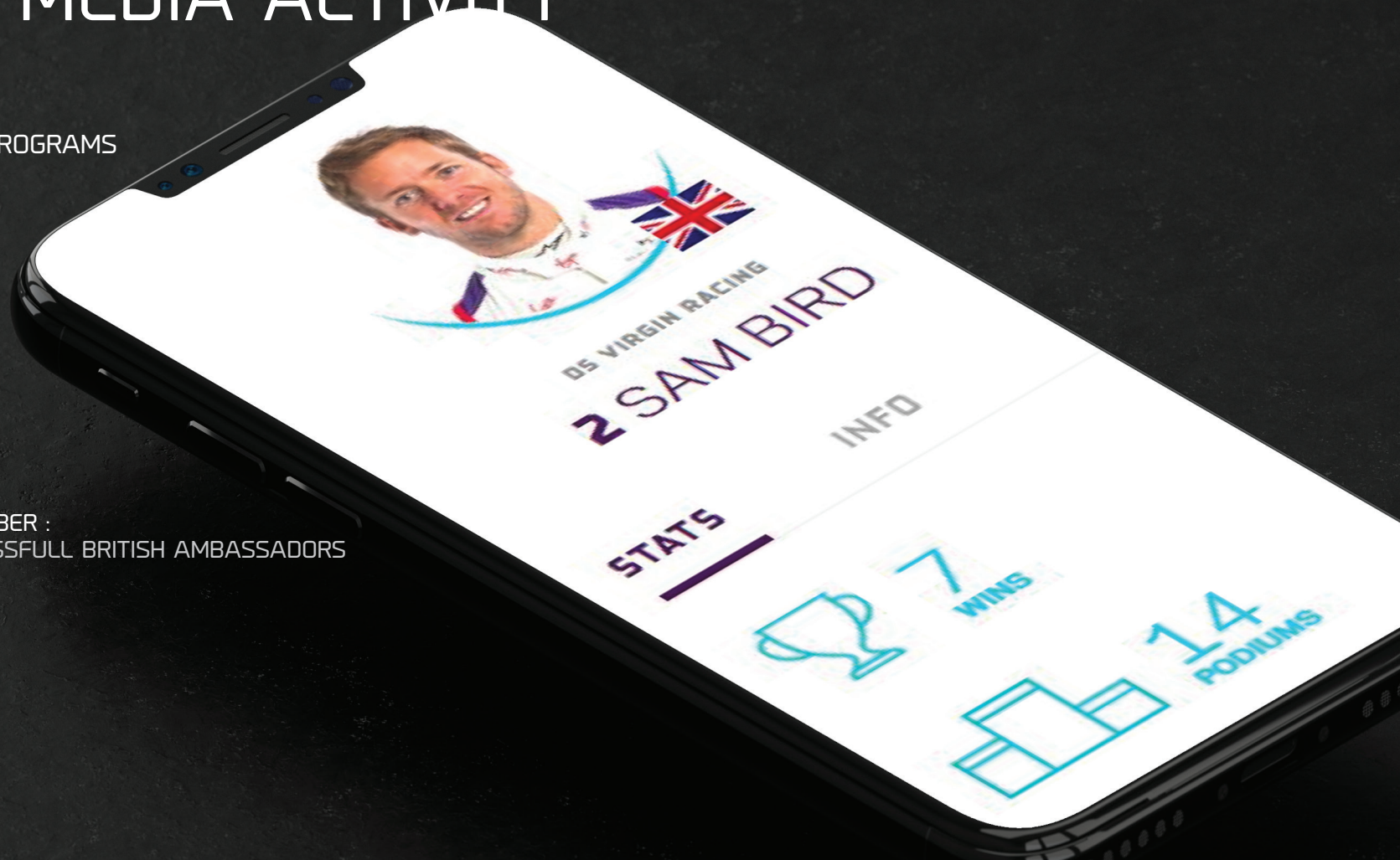
<https://www.linkedin.com/company/spine-optics/>



SPINE

SOCIAL MEDIA ACTIVITY

■ AMBASSADORS PROGRAMS



SPINE FAMILY MEMBER :
DISCOVER 3 SUCCESSFULL BRITISH AMBASSADORS

SPINE — SAM BIRDS

■ BRITISH RACING DRIVER
FIA FORMULA E CHAMPIONSHIP

■ HE 'S A GREAT SPINE AMBASSOR ALL
OVER HIS STRONG COMMUNITY

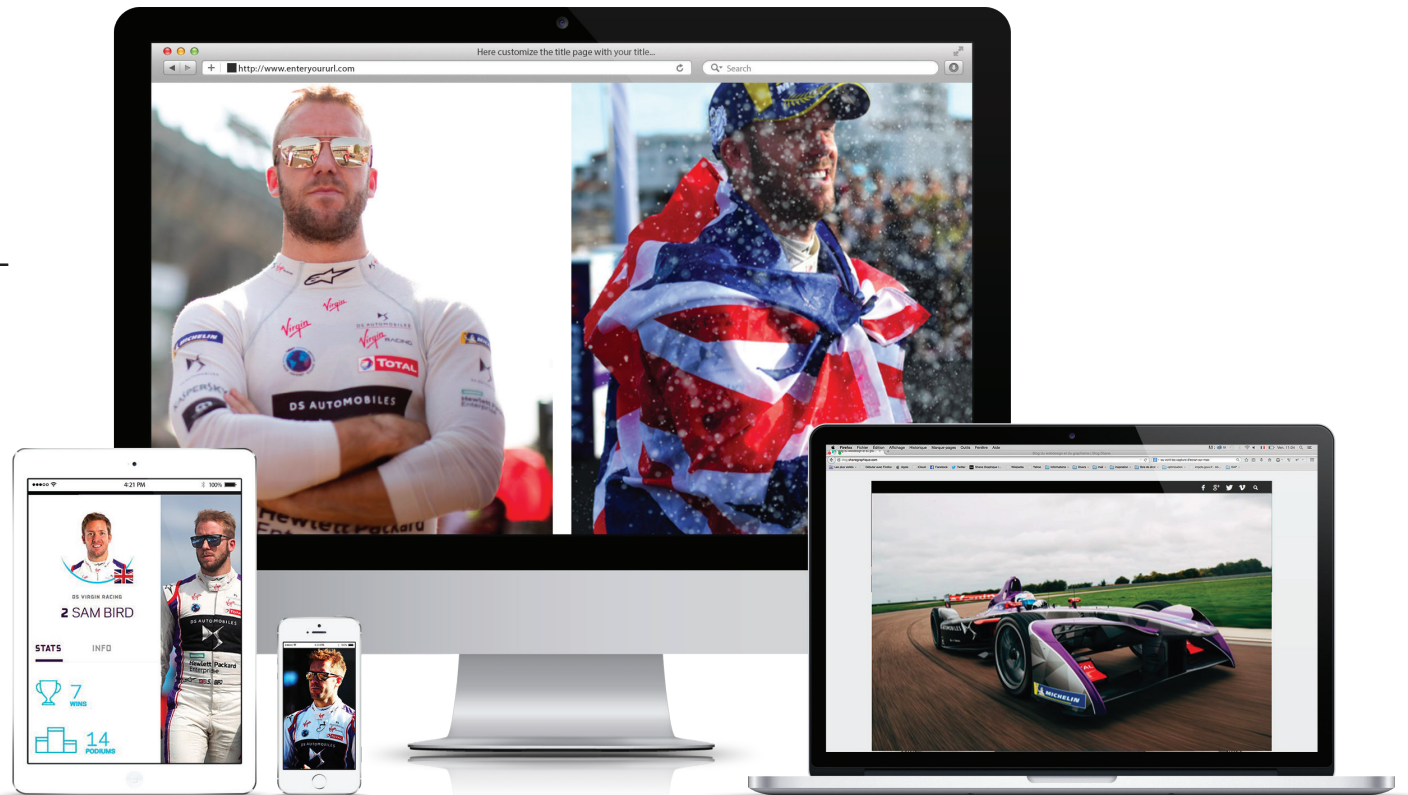
 ON INSTAGRAM :
24,2 K FOLLOWERS

 ON TWITTER :
34,1 K FOLLOWERS

HE APPRECIATES
THE MIX BETWEEN TECHNOLOGY
AND AESTHETIC FEATURES,

■ THIS IS A WINNER ;

HE WON THE INAUGURAL FORMULA E RACE IN ROME THIS YEAR
@sambirdracing makes history in the @FIAFormulaE #ParisEPrix P3 and P2 in the #FormulaE championship /2018



SPINE — SEB MORRIS

■ BRITISH GT DRIVER
GT CHAMPION 2017

■ HE 'S A GREAT SPINE AMBASSOR ALL
OVER HIS STRONG COMMUNITY

 ON INSTAGRAM :
60,5 K FOLLOWERS

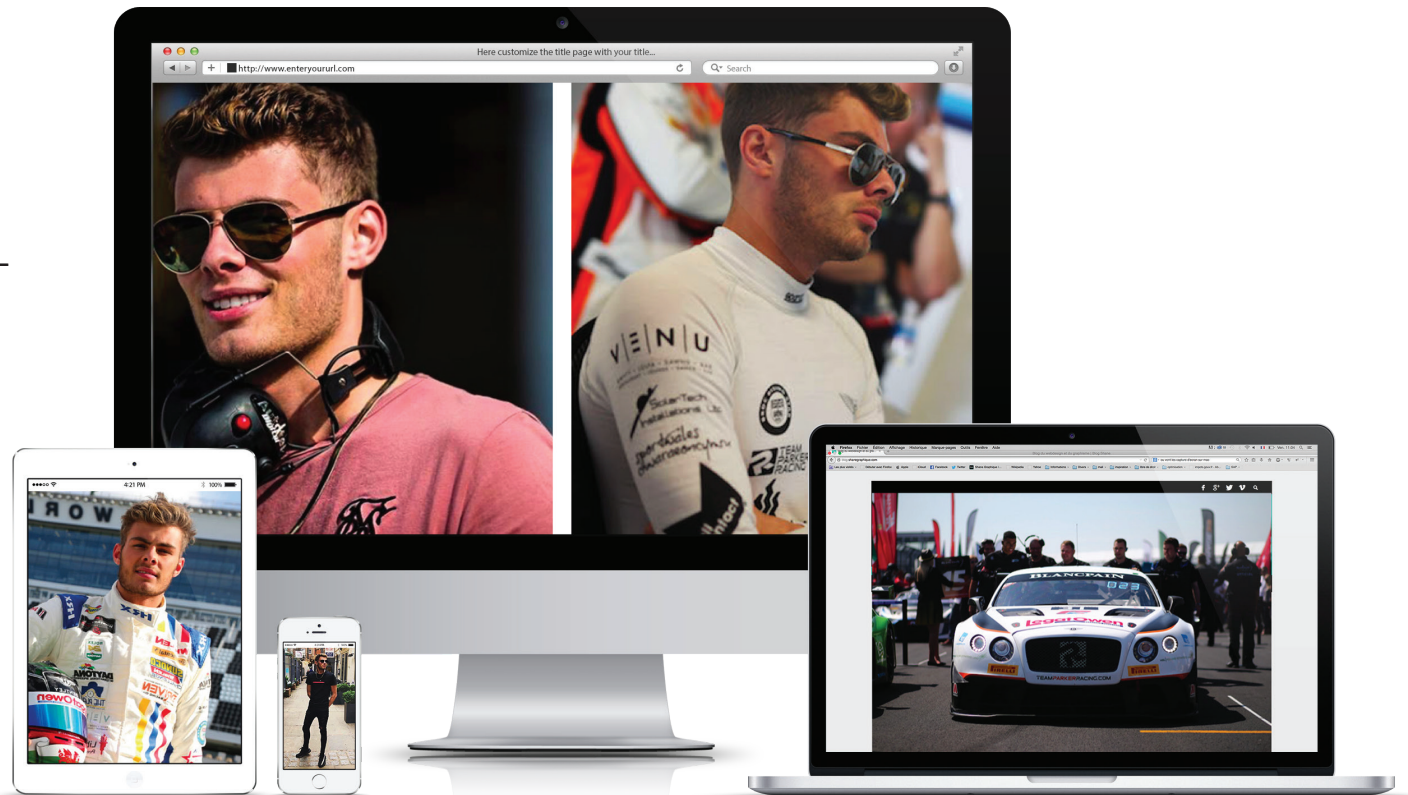
 ON TWITTER :
13,1 K FOLLOWERS

HE APPRECIATES
THE LIFESTYLE RANGE OF SUNGLASSES
THANKS TO A FASHION DESIGN.

■ THIS IS A WINNER ;

HE WON THE BRITISH GT CHAMPIONSHIP WINNING TROPHY 2017

Blancpain Endurance Cup debutant Seb Morris produced a remarkable performance during the opening event of the 2018 season with a fabulous second place finish in the Pro-Am class for Team Parker Racing.



SPINE LEON HASLAM

■ BRITISH SUPERBIKES
WORLDSBK WILDCARD

■ HE 'S A GREAT SPINE AMBASSOR ALL
OVER HIS STRONG COMMUNITY

 ON INSTAGRAM :
24,8 K FOLLOWERS

 ON TWITTER :
95,8 K FOLLOWERS

HE APPRECIATES
THE COMFORT AND THE STYLE
OF OUR SUNGLASSES.

■ THIS IS A WINNER ;

JG SPEEDFIT KAWASAKI'S LEON HASLAM WON BOTH RACES OF THE BENNETTS BRITISH SUPERBIKE CHAMPIONSHIP



THANKS FOR YOUR ATTENTION

SPINE
GET A GRIP

SILMO 2018