



Edward Beiner

President

Edward Beiner Group



*Mr. Guido Balocco (left) & Mr. Edward Beiner (right)
photographed at their South Miami Boutique*

- In 1981 first boutique opens in South Miami
- In 1986 launches collaboration with Bloomingdales on a shop-in-shop concept
- By 1994 the company had four retail stores all located in South Florida
- In 1996 the company designs and wholesales, MySpex and Edward Beiner Lunettes
- By 2001, Edward Beiner partnered with former CEO of Persol, Guido Balocco in order to strengthen the retail division of the company
- First boutique outside of Florida scheduled to open in NYC in Summer 2015
- Today, it is an out of network independent optical retail chain, totaling 12 locations that cater to the discerning consumer and provides optometric services in certain strategic locations.

As we continue to grow to 15 locations within the next few years, our leadership is committed to creativity and excellence. Our goal is to ensure that the Edward Beiner Group remains at the forefront of fashion and technology, while preserving and promoting the craftsmanship of today's authentic eyewear designers and artisans.



Photograph of Village of Merrick Park Boutique

Positioning Plan

- Geographical Presence
- Product Selection
- Employee Development
- 360 Degree Marketing Plan

Geographical Presence

AQUISITIONS



Worth Avenue, Palm Beach location acquired Fall 2011.

NEW LOCATIONS



New Location Dadeland Mall Miami – Summer 2013

REMODEL



Brickell location remodel – Spring 2012.

- Each store's design is a reflection of the community it serves with key branding characteristics and merchandising guidelines, in order to ensure brand identity.

WORLD TRADE CENTER

As we continue to see the synergies develop between Miami and New York City, it is an important step for our branding and business strategy to open in this new and exciting area that is located in the center of fashion world.



Product Selection

The Edward Beiner Group believes in building a personalized collection of eyewear that is as diverse in style and look as it is in protection and overall function. We provide functional and fashionable alternatives for any affluent lifestyle, in order to advise our guests on how best to enhance certain everyday looks and activities.

- **Prestige Brands** – Cartier, Gold & Wood,
- **Boutique Brands** – Edward Beiner, Mykita, Thierry Lasry, Face a Face
- **Mass Luxury** – Celine, Tom Ford, Tag Heuer
- **Sport Lifestyle** – Oakley & Maui Jim

Employee Development

- Professional & Personal Development Seminars
- Luxury Sales Trainings
- Customer Service Exercises
- Technology Tutorials
- Collection Previews & Brand Information
- Team Building Activities & Brand Experiences



360 Degree Marketing Plan



Magazine Ads

Traditional

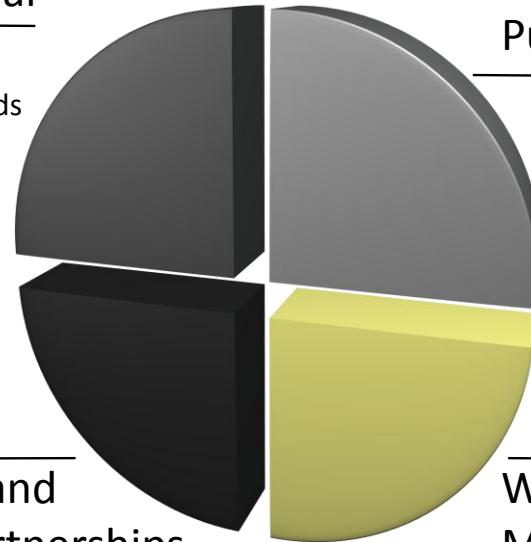
- Mailers
- Magazine Ads
- Billboards
- TV

Public Relations

- Events
- Publicity
- Product Placement
- Philanthropy



Product Placement



Brand Partnerships

- Windows
- Coop
- Training
- Incentive Programs

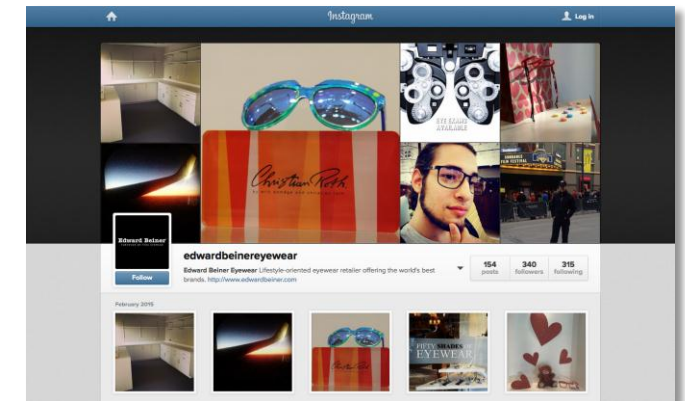
Web/Social Media

- Website
- Social Media
- Internet Marketing
- E-Blasts



Mailers

Instagram



Social Media/Web Presence

Instagram | Facebook | E-blasts | Website | Twitter

- Communication is continuously evolving and changing
- Being involved keeps us relevant to consumers
- Helps us better communicate with our target audience
- By being active we are able to better understand what services and products our audiences want.



We tend to overestimate the effect of a technology in the short run and underestimate the effect in the long run.”

— Roy Amara