

Building the Digital Infrastructure for the Global Eyewear Industry

The Integrated Digital and Commercial Ecosystem for the Optical Industry

Bringing trade, information, business relationships and industrial development together on one platform · A venture of
Maknoon Investment Group

One Platform for an Interconnected Industry

Outlet Eyewear is a digital and commercial ecosystem that brings the players of the optical industry together in a single structure: manufacturers, brands, suppliers, distributors, optical retailers, doctors, companies and consumers. Our platform goes beyond online eyewear sales; it serves the industry through four interconnected pillars:

Trade

Retail and wholesale, connecting suppliers with stores and markets.

Information

Specialised guides, data and indicators that help the industry understand its market.

Business Relationships

Matching companies and agencies; cooperation and deal opportunities.

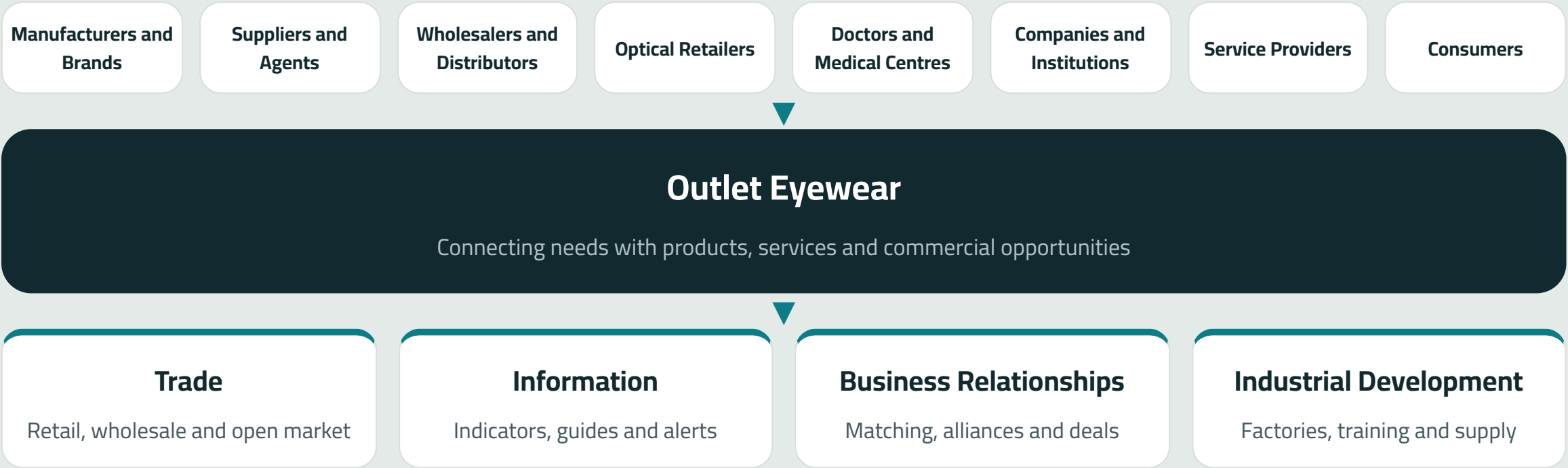
Industrial Development

Linking manufacturing opportunities with expertise, suppliers, demand and markets.

What sets Outlet Eyewear apart is the combination of business-to-business and consumer trade, specialised information, cooperation opportunities and industrial development within one ecosystem designed for the optical industry.

A Fragmented Industry and an Opportunity to Connect It

Manufacturers look for markets, stores for trusted suppliers, wholesalers for suitable supply terms, doctors for specialised services, and consumers for an experience that brings product and service together.



What the Platform Offers Each Party

Manufacturer and Brand

Access to new markets and trade customers.

Distributor and Wholesaler

Discover suppliers and products, and compare sourcing opportunities.

Optical Retailer

Products, services, suppliers and solutions to run the store.

Doctor and Specialist

A professional directory, content and services relevant to the industry.

Companies and Institutions

Eyewear programmes, discounts and contracts for their employees.

Consumer

Optical products and services, and a more complete shopping experience.

Direct value for every party, on one platform.

Connected Engines, Not a Single Sales Channel

1

Retail

Sunglasses, prescription glasses, lenses and accessories for individuals.

2

Wholesale

A specialised channel for stores, distributors and wholesalers.

3

Open Market

Qualified suppliers and brands reaching new markets.

4

Corporate

Institutional programmes, employee discounts and group contracts.

5

Specialised Optical Products and Services

Lenses, equipment and consumables, in line with each market's regulations.

6

Software and Services

Store operating systems, plus technical and professional services.

7

Manufacturers and Suppliers

Linking production and supply with stores and distributors.

8

Partners

Service providers, agents and strategic partners.

The platform's role is clear in every service: seller, intermediary marketplace, service provider or referral partner.

From Discovering Glasses to After-Sales Services

Specialised Store

Sunglasses and prescription glasses, curated collections, offers and limited editions.

Prescription Lenses

Enter the prescription or measurements, then review, manufacturing and quality inspection.

Lens Advisor

Helping customers choose lenses based on their prescription, intended use and budget.

Outlet Care

Tiered care plans, maintenance and after-sales services.

Loyalty and Instalments

Rewards, discounts and flexible payment options through approved partners.

Virtual Try-On

Try frames on your face through your phone, then buy, or reach the nearest store that offers them.

Prize Draws

Eligible buyers have the chance to win eyewear prizes through periodic draws, under published terms and documented procedures.

Revenue Sources Across the Ecosystem

Consumer

Products, lenses and accessories, followed by care, maintenance and repeat purchases.

Store

Wholesale purchases, software, equipment, and professional and logistics services.

Manufacturer and Brand

Supply, distribution, sales through the platform, advertising and cooperation opportunities.

Retail and wholesale sales

Prescription lenses

Care subscriptions

Open-market commissions

Corporate programmes

Technical services

Advertising and sponsorship

Market reports

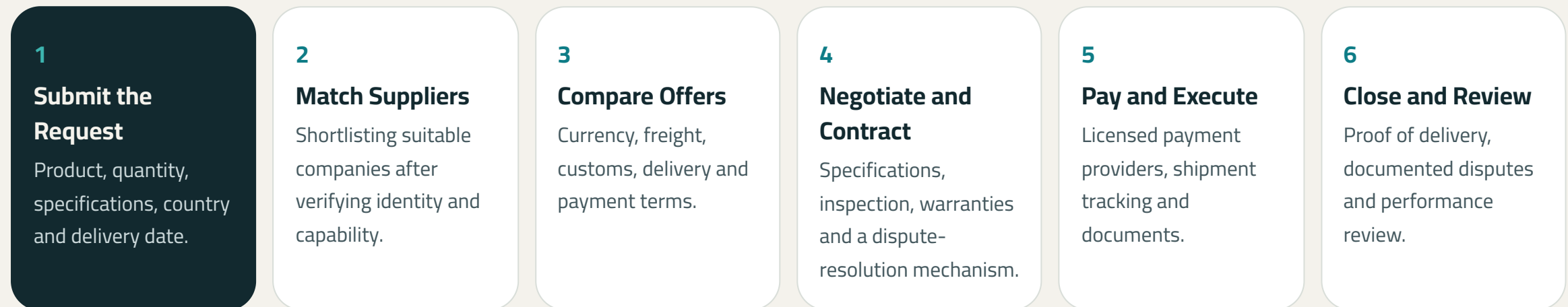
Memberships

Industrial development

Each service carries its own contractual fee, with accounting separation between the engines.

From Purchase Request to Deal Execution

The platform organises dealings between stores, suppliers, manufacturers and brands: wholesale purchase requests, model-level search, agencies and private labels, and company-to-company matching.



The platform does not hold customer funds, and does not list an agency or commercial representation before the company is verified.

From Pooling Demand to Developing Production Capacity

Joint Purchasing and Group Manufacturing Alliances

Pooling the needs of stores and companies into organised orders, to negotiate price, specifications, minimum quantities and delivery dates with manufacturers.

Frames

Lenses

Private labels

Equipment

Freight

Regular supply

Participation is optional, under clear contracts and with transparent allocation of benefits and obligations.

Factory Development Hub

Coordinating industrial projects in the optical sector, from the feasibility study to connecting the factory with demand and markets.

Feasibility study

Site and technology

Machinery

Experts and training

Raw materials

Demand and markets

The platform's compensation is set per project, according to its contribution and the parties' agreement.

Information That Helps the Industry Decide Better

A specialised reference for the optical industry, built on reliable data sources and published methodologies, helping companies and professionals understand market trends.

Global Manufacturing Index

Production trends, costs, delivery times and supply risks.

Manufacturing and Sourcing Timing Index

Comparing manufacturing and sourcing options by total cost and confidence level.

Trade Show Performance Index

Commercial value, distribution and partnership opportunities, not visitor numbers alone.

Brands and Deals Index

Announced expansions and deals, agency and distribution opportunities.

Early Warning

Alerts on risks, their causes and sources, and the suggested action.

Indicators rely on a documented methodology and multiple sources, with the confidence level stated for each reading.

Specialised Services Around the Optical Business

Directories and Content

Directories of optical retailers, doctors, lenses and care, plus a trade-show calendar.

Commercial Real Estate

Spaces, shops, warehouses and sites ready for optical activity.

Store Set-Up and Fit-Out

From site selection to décor, equipment, software and opening inventory.

Training and Recruitment

Professional courses, job opportunities and a directory of equipment and maintenance suppliers.

Memberships and Subscriptions

Tiered professional and commercial benefits for each user group.

Social Responsibility

Eyewear for schoolchildren, an eyewear bank, and referral of eligible cases to medical bodies.

All medical content is reviewed by qualified specialists, with sources and update dates stated.

Cooperation Initiatives Beyond the Commercial Platform

International Government and Business Forum

Connects chambers of commerce, industry federations and economic bodies to exchange expertise and turn proposals into initiatives.

International Optical Federation

An initiative to establish an independent international body that strengthens professional cooperation, studies and institutional representation in the industry.

Business Associations

Local bodies that monitor the sector's challenges, engage the relevant authorities, and develop investment and export opportunities.

These bodies are independent of Outlet Eyewear, and benefit from its digital infrastructure and communication tools.

Markets

A Global Platform, Starting in Four Markets

Europe

Hungary is the logistics hub for European warehousing and distribution.

Arab Gulf

The Kingdom of Saudi Arabia and the Gulf states.

Egypt

A large market and a base for operations and sourcing.

Türkiye

A consumer market, and a strategic manufacturing and sourcing base.

Why Maknoon?

Network of Relationships

Established relationships with manufacturers, brands and suppliers.

Operating Experience

Selling, manufacturing and supplying in retail and wholesale.

Operating Presence

Established offices in Cairo, Jeddah, Istanbul and Budapest.

Trust Built on Verification and Transparency

Prior Verification

Of companies, agents and service providers before they are listed.

Clear Separation

Between independent content and paid advertising, with the selection criteria disclosed.

Verified Medical Content

Reviewed by specialists, with sources and update dates stated.

Data Protection

Of personal and commercial data, with mechanisms for correction and complaints.

From a specialised store to an ecosystem that connects trade, information, business relationships and industrial development.

We would be glad to hear from manufacturers, brands, distributors, companies and institutions.

To cooperate on supply, distribution and institutional partnerships, please get in touch:

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