



Aether

Visionary Audio Eyewear



The Premise

Audio eyewear will be the next big wearables category, like wireless earbuds is today.

Aether is at the cutting edge of this paradigm shift. While big tech brands like Facebook, Google and Microsoft and the world's biggest eyewear manufacturer Luxottica have ordered Aether glasses to learn from our innovative & patented solution, we are already on the market with 100% customer satisfaction.

The future is here with Aether.

The Concept

Refined design meets progressive sound technology in Aether, a new brand pioneering an elevated listening experience through premium eyewear embedded with open-ear speakers.

Aspiring to be at the forefront of an emerging industry, we channelled our expertise in product design, brand development and creative direction into a new object of individual expression.

Looking towards the future, Aether is premised on a singular vision: to become **the world's leading audio eyewear brand.**



The Timeline

Founded / September 2019

Angel investment \$600K USD / November 2019

Created best-in-class product / March 2021

Began shipping / June 2021

Lined up 100+ POS / July 2021

From zero to market
in less than 2 years.

The Product / Experience

Aether synchronises sound and sight in a considered object for a new listening experience: refined glasses and sunglasses offering a portal to an enhanced aural ambience.

Open-ear speakers seamlessly direct top-quality sound to the ears while liberating wearers from the inconvenience of headphones.

In providing on-demand access to music, podcasts, calls, and voice assist, Aether empowers wearers to fine-tune their soundscape as they move through their daily lives, all while staying connected to the present.

Aether

The Technology

Powered by Bluetooth 5.1 and Qualcomm aptX™ technology with custom developed open-ear audio speakers and EQ profiles, Aether audio glasses yield the purest sound in our category with minimal sound leakage to safeguard user discretion.

Our structurally innovative patented architecture gives us a leading edge over competitors in the premium smart eyewear category, which our offering currently tops as the most lightweight and streamlined in the world.

The Design

Developed by an experienced Italian-Korean eyewear design team, Aether frames discreetly integrate compact yet powerful audio tech without compromising on looks or feel. Characterised by sleek curves, clean lines and a pleasing tactility, each style features high-quality lenses from Carl Zeiss and premium Mazzuchelli 1849 acetate.



Every detail and touchpoint of the wearer experience has been considered and carefully designed, from the brushed aluminium wireless charging case to the multi-step unpacking ritual – an experience in its own right.



The Market

Eyewear is the next big frontier in wearable technology. The importance of design, quality and individuality is steadily aligning with the demand for simple, usable tech.

As the audio wearables market matures, we anticipate a paradigm shift in which audio eyewear becomes a new frontier that could potentially hit

50 million units in 2027.

Global Eyewear Sales

2020

\$148B CAGR 8.5%

Luxottica

95M Units Sold

2020 Revenue: \$12B USD

Audio Wearables Market

2020

\$44.7B CAGR 18%

Apple AirPods

114M Units Sold

2020 Revenue: \$23B USD



The Insight

From the podcast revolution to the rise of platforms like Clubhouse and everyday wellness apps, recent trends in the content space evidence a new era of audio – alongside increasingly discerning requirements for its delivery. That’s where Aether comes in. Freeing wearers from the inefficiencies of in-ear devices, we foresee a future in which comfort, convenience and aesthetics take priority.

In light of rapid advancements in voice AI, our product is equally perfectly poised to support daily tasks.

The Audience

Catered towards new luxury consumers, Aether's target audience is high-income individuals and successful professionals often employed in creative industries spanning fashion, design, retail and hospitality.

As discerning early adopters, they're constantly curating and fine-tuning their everyday experiences.

We are serving a **TAM** of 40-50 million customers worldwide.

Demographics
20-45 years old
60% male and 40% female

Affluent
An average personal income upwards of \$60,000 USD

Growing
Faster than any other mass affluent customer segment

Influential
Highly educated and socially connected, often viewed as tastemarkers within their social circles

Why Aether?

We anticipate the mass adoption of audio eyewear will result from a successfully implemented global brand strategy, with growth fuelled by demand from **new luxury consumers**.

As a speciality brand creating best-in-class audio eyewear, Aether's appeal to tastemakers strongly positions the brand for scalable growth ahead of existing and potential new competitors.

We are an experienced team with a wide international network united by an affinity for progressive design culture.

Business Model

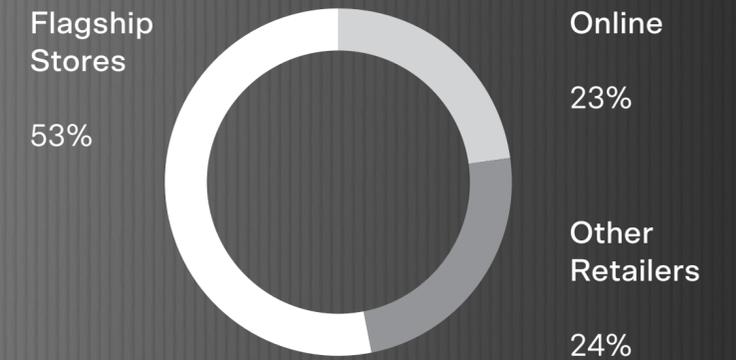
Aether employs a sustainable **hybrid distribution** model where growth in the early stage is driven through offline third-party retailers.

Directly operated experiential flagship stores represent the highest converting and most profitable POS where lens prescription service is offered.

Online growth will be fuelled by an aggregated customer base of daily active wearers and brand advocates.



RETAIL BREAKDOWN BY DISTRIBUTION (2025 EST)



Now shipping

Aether began shipping to customers in June 2021, with our first mass production run to be completed by the end of August for initial retail deployment.

Prices range from \$385-465 USD.

- Inventory Procured: 1,500 Units
- Inventory GMV: \$600,000 USD
- COGS: \$100 USD / Unit
- Inventory Backlog (Q3): 4,500 Units



100+ POS Confirmed

Distributors in China, Germany and UAE

Premium Eyewear

20 locations

Luxury Fashion

15 locations

Lifestyle & Design

65 locations

Market Reception

“Why do I like Aether eyewear so much?”

I have been a fan of Raymond and Andy’s entrepreneurial spirit and attitude for many years and I am equally seduced by Hannes’s capacity to design beautifully inspired environments.

I particularly appreciate this trio’s ability to uplift the concept of products and services into sophisticated and high-quality experiences. I found the outcome of their collaboration extremely relevant to the period we are in.

For all the above and because I enjoy elegance and innovation, I was amongst the first to buy and own a pair of Aether eyewear.

At this stage, I confirm my complete satisfaction as a user. Wearing Aether amps up my style, surroundings and makes me feel good talking about it.”

William Latour
GM of Chao Hotel / Beijing

“Being a busy mom, making phone calls while on the go with two kids, I love Aether for not only being super stylish but the handsfree aural experience it provides.”

Madeleine Hübner
Co-founder, Le Bijou / Switzerland

“Beautifully presented and a pleasure to use, Aether Eyewear has bridged the gap between tech and fashion better than any other brand on the market.”

Chris Haslem
Contributing Editor, WIRED UK / London



Investments to Date

Over **\$900K USD** raised so far between founders, family and friends.

Profitability

Aether will break even between 2023 and 2024. We will reach 1 million units in annual sales between 2026 and 2027. The data room is available upon signing an NDA.

Investment Horizon

The investment horizon is 5 to 10 years. Exit will be achieved through an Initial Public Offering on the capital markets. For reference the multiples on the EBITDA can be as high as 38x (taking Sonos as an example). IRR for the investment may be as high as 60-80% per year.

Capital Raise

We are raising **\$5M USD** to go to market. The funds will be used to build distribution channels and establish a strong brand positioning while pursuing R&D for next-generation products.

The Next Chapter

The \$5M USD capital raise will enable us to active all distribution channels at scale and put us on track to reaching profitability in year 2023.

Through surgical distribution, we'll secure our positioning in the global marketplace while being the vanguard activating the trend for the mass adoption of audio eyewear - defining a category of our own.

We will capture majority market share for audio eyewear products priced over \$300 USD.

Estimates by Dec 2022

	Locations	Units / Month	Total / Month	GPM
Retailers	245	25	6,125	25%
Flagship Stores	3	600	1,800	71%

E-commerce sales aggregated via all platforms is estimated to account for 20% total volume. Gross profit margin ranges from 50-65%. Channels include official website, T-mall, Ssense, Farfetch, Poizon, etc.

Geographic coverage : US, UK, Germany, China and UAE

Prospect Partners

This round of financing is intended to bring onboard a diverse portfolio of strategic partners spanning luxury fashion, entertainment and technology.

We aim to balance the round between 50% in EU/US and 50% China based partners.

- Investor meetings in August
- Termsheets signed in September
- Syndicated Round closed by October

Use of Funds

Sales & Marketing / \$1.2M USD

- Media buying & PR
- Content production
- Pop-ups & events

Flagship Stores / \$1.2M USD

R&D / \$1.2M USD

- 2nd gen product development
- iOS app development
- New collection & accessories

Free Cashflow / \$1.4M USD

- Operations
- Inventory
- Legal & Admin

Financial Forecast

Fiscal year begins in June	2021 (Y1)	2022 (Y2)	2023 (Y3)	2024 (Y4)	2025 (Y5)
Total Units Sold	20,633	119,681	293,712	576,388	982,482
Online	19%	21%	24%	23%	23%
Wholesale	76%	60%	43%	31%	24%
Flagship	4%	20%	33%	46%	53%
Revenue ('000 USD)	5,337	37,839	106,529	228,907	441,522
Gross Profit	2,882	22,756	70,195	157,559	291,933
GPM	52.05%	60.14%	65.89%	68.83%	70.94%
Expenses	(5,687)	(23,761)	(55,447)	(108,005)	(174,282)
EBITDA	(2,806)	(1,005)	14,748	49,554	117,651

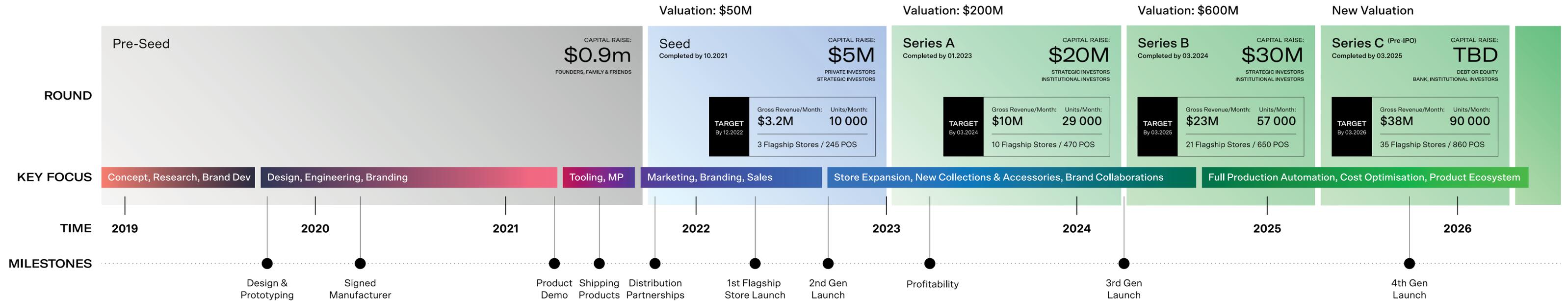
Summary of key activities

- Y1** - Prove product market fit and activate offline retail channels.
- Y2** - Directly operated flagship store launch synced with 2nd generation roll out complete with native iOS app.
- Y3** - Scaling model to reach key geographies - new collaborations & community building events.
- Y4** - 3rd generation product release.
- Y5** - Leverage aggregate customer base to harness organic online growth and optimise profit margins.

Our roadmap is planned towards IPO from 2026 onwards.

Alternatively, Aether will be an excellent acquisition target for big tech firms looking to buy into the next big frontier that is audio eyewear (as Apple bought Beats Electronics for 3B USD in 2014).

Our Roadmap



Founders



Raymond Shi

Business & Marketing Strategy

Co-founder of an award-winning premium photo lab and production studio, Raymond is focused on the sales & marketing aspects of the business while managing content strategy, communications and distribution.



Andy Shi

Product & Operations

Andy is an experienced founder with a keen sense of setting up systems, processes and solving problems. He is responsible for overseeing product development, supply chain, logistics and business operations.



Hannes Unt

Design & Brand Strategy

Hannes is an award-winning creative director with 20+ years of international experience in high-end branding and design. He leads brand strategy, creative direction, product design and experiential retail.

Awards

Red Dot Design Award, German Design Award, World Luxury Award, Cannes Lions, Hong Kong Design Award, Clio Award

Retailer Collaborations

Maxfield LA, Colette Paris, Lane Crawford, 10 Corso Como, K11 Art Store, Drive Pro

Brands & Clients

Chanel, Leica Camera, Hasselblad, IMG Models, Photo Fairs, Bvlgari Hotels, Chao Hotel, Le Bijou

Tap into a next-generation
listening experience.

aether-eyewear.com

IG: [@aether_eyewear](https://www.instagram.com/aether_eyewear)

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