

v2o Prescription sports eyewear

BUSINESS SALE PRESENTATION & PROSPECTUS

- V2O Sports is a fast-growing, seed-stage brand offering premium prescription sports eyewear for athletes who demand performance without the high price tag.
- Operating in the £14Bn global sports eyewear market - where prescription eyewear is the fastest-growing segment (£3.8Bn, 7% CAGR) - V2O has strong traction, 4.5/5 customer reviews, and consistent growth.
- With outsourced fulfillment and scalable operations, buyers can focus purely on marketing and expansion. Flexible acquisition models include full purchase or a drop-shipping structure, with conservatively projected revenues exceeding £2M by 2027.
- Filling a critical gap left by premium brands like Oakley, V2O offers affordable, sport-specific designs and is primed for rapid scale, especially with peak seasonal demand from March to May.
- This is a rare chance to own and scale a high-growth brand in a thriving market. Get in touch to discuss if you are interested.



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1. Opportunity Overview
2. About V2O Sports
3. Detailed Prospectus



MEET V2O | SPORT-SPECIFIC PRESCRIPTION EYEWEAR

ABOUT THE BRAND



Who We Are: A premium prescription sports eyewear brand designed for athletes who demand high performance, style, and affordability.

Our Mission: To provide athletes with high-performance prescription eyewear for sport that enhances vision, comfort, & confidence, without the unaffordable price tag.

Our Edge: V2O delivers premium-quality prescription sports eyewear at accessible prices, standing out in a market dominated by high-cost incumbents.

Our Story: Born from a passion for sports and innovation, V2O fills the market gap between cheap inserts and overpriced premium options, offering affordable, sport-specific prescription eyewear.

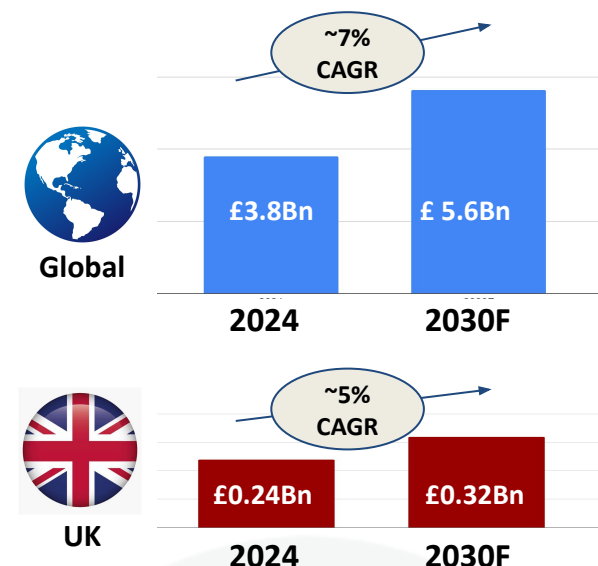
What We Offer: Lightweight, durable eyewear with wraparound and full-shield designs for cycling, running, skiing, and more, validated by top-tier athlete feedback and 4.5-star customer reviews.

Our Operations: A fully automated, low-touch e-commerce model with outsourced fulfillment, allowing seamless scalability and international expansion.



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PRESCRIPTION SPORTS EYEWEAR MARKET



The global eyewear market (including all segments) is growing at 5.5–6.5% CAGR, but sports eyewear is growing faster at 6% CAGR.

The prescription segment of sports eyewear is the fastest-growing, estimated at 6.5–7.5% CAGR due to:

- **Aging population** (more athletes need prescription eyewear).
- **Increased sports participation** and awareness of vision safety.
- **Technological advancements** making prescription sports glasses more affordable and high-performance.

Market Sources:

- DataIntelto (2024) - [Global Sports Eyewear Market Report](#)
- Allied Market Research (2023) - [Sports Eyewear Market](#)

MEET V20 | DISRUPTING THE £5BN SPORTS EYEWEAR MARKET WITH ACCESSIBLE PRESCRIPTION SOLUTIONS

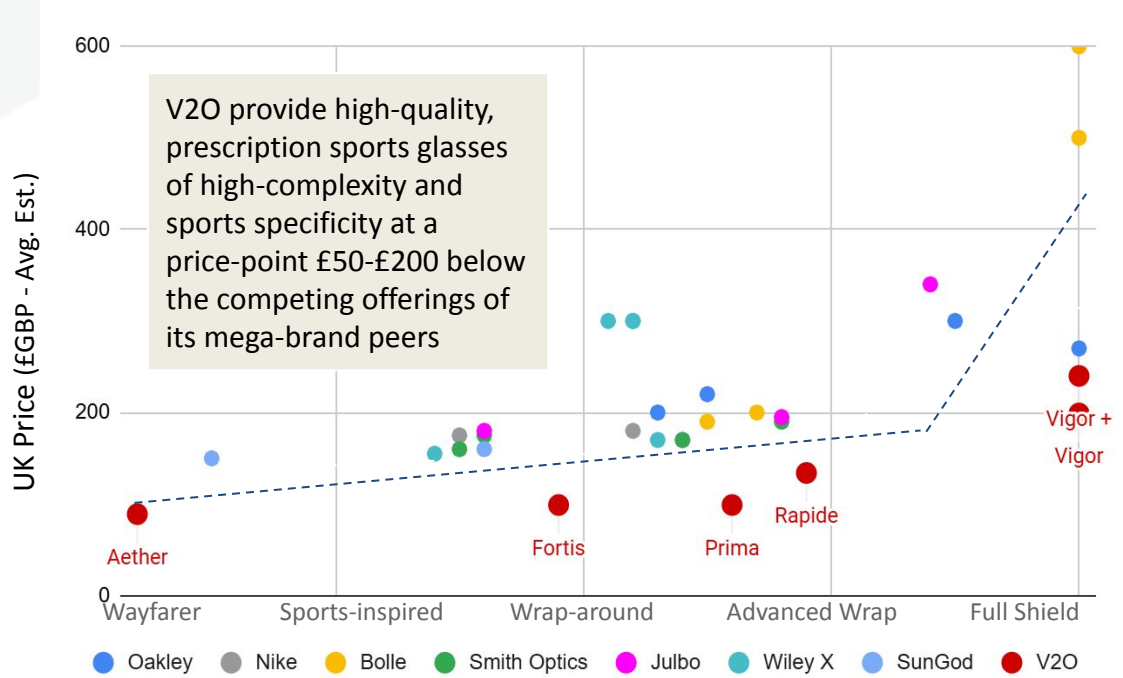
THE CHALLENGE FOR ATHLETES

- **High costs and limited availability** of prescription sports eyewear, especially for wraparound and full-shield designs.
- Athletes are forced to choose between **cheap, low-quality inserts** or **prohibitively expensive premium options** (e.g., Oakley shields).
- The **fast-growing £3.8B global prescription sports eyewear market** lacks affordable, high-performance prescription solutions for everyday and competitive athletes.
- The UK prescription sports eyewear market alone is valued at **£0.24B**, with scalable opportunities in the **US, EU, and beyond**.

V20 PROVIDES AN ACCESSIBLE SOLUTION

- **Affordable, high-performance prescription eyewear** tailored for athletes across cycling, running, golf, tennis, skiing, and more.
- **Premium wraparound and full-shield designs**, filling the gap between cheap inserts and high-priced competitors.
- **Disruptive pricing and premium quality**, validated by **4.5-star reviews** and proven market demand.
- Positioned for rapid growth in a market **driven by strong economic fundamentals**, with scalability across the UK, US, EU, and global markets.

MARKET FOR PRESCRIPTION SPORTS EYEWEAR



Brand	Model	Price	Complexity
Oakley	Radar EV Path	£270	Full Shield
Oakley	Flak 2.0 XL	£220	Wrap-Around
Oakley	Half Jacket 2.0 XL	£200	Wrap-Around
Oakley	Jawbreaker	£250	Advanced Wrap
Nike	Show X2	£180	Wrap-Around
Nike	Tailwind Swift	£170	Wrap-Around
Nike	Adrenaline	£175	Sports-Inspired
Wiley X	Saint	£160	Wrap-Around
Wiley X	Valor	£150	Wrap-Around
Wiley X	Romer III	£155	Sports-Inspired
Wiley X	Gravity	£165	Wrap-Around
Wiley X	Sleek	£170	Wrap-Around

Brand	Model	Price	Complexity
Bolle	Bolt 2.0	£200	Wrap-Around
Bolle	Lightshifter	£210	Full Shield
Bolle	Shifter	£220	Full Shield
Bolle	Vortex	£190	Wrap-Around
Bolle	Attack Max	£190	Full Shield
Bolle	Reverb	£170	Wrap-Around
Bolle	Flywheel	£160	Sports-Inspired
Bolle	Trackstand	£175	Sports-Inspired
Bolle	Rush	£200	Advanced Wrap
Bolle	Outline	£195	Wrap-Around
Bolle	Renegade	£180	Sports-Inspired
SunGod	Classics	£150	Wayfarer
SunGod	Tempests	£160	Sports-Inspired

HIGHLIGHTS | PROVEN DEMAND, TOUCH-FREE MODEL, COMPETITIVE ADVANTAGE IN A PROFITABLE NICHE



UNDERSERVED MARKET SEGMENT

Our revolutionary sports glasses are disrupting the market. By functional problem solving, they are genuinely selling themselves.



LOW-TOUCH, HIGH-RETURN

Dropshipping-style model with outsourced operations means minimal overheads and a streamlined path to rapid growth and high profitability through marketing optimisation.

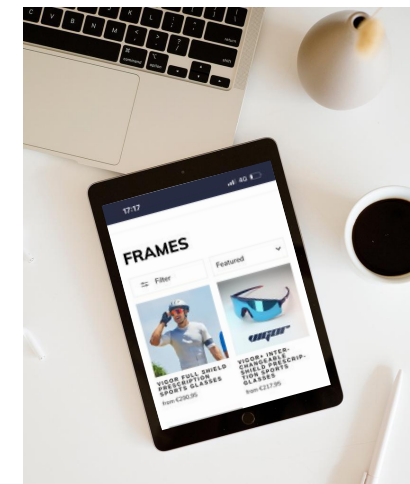


REVIEWS.io



PROVEN DEMAND & 5-STAR REVIEWS

Demonstrated revenue growth with clear pathways to improved margins through scaling, bulk purchasing, and marketing efficiency, making it a highly attractive investment for growth-focused buyers.

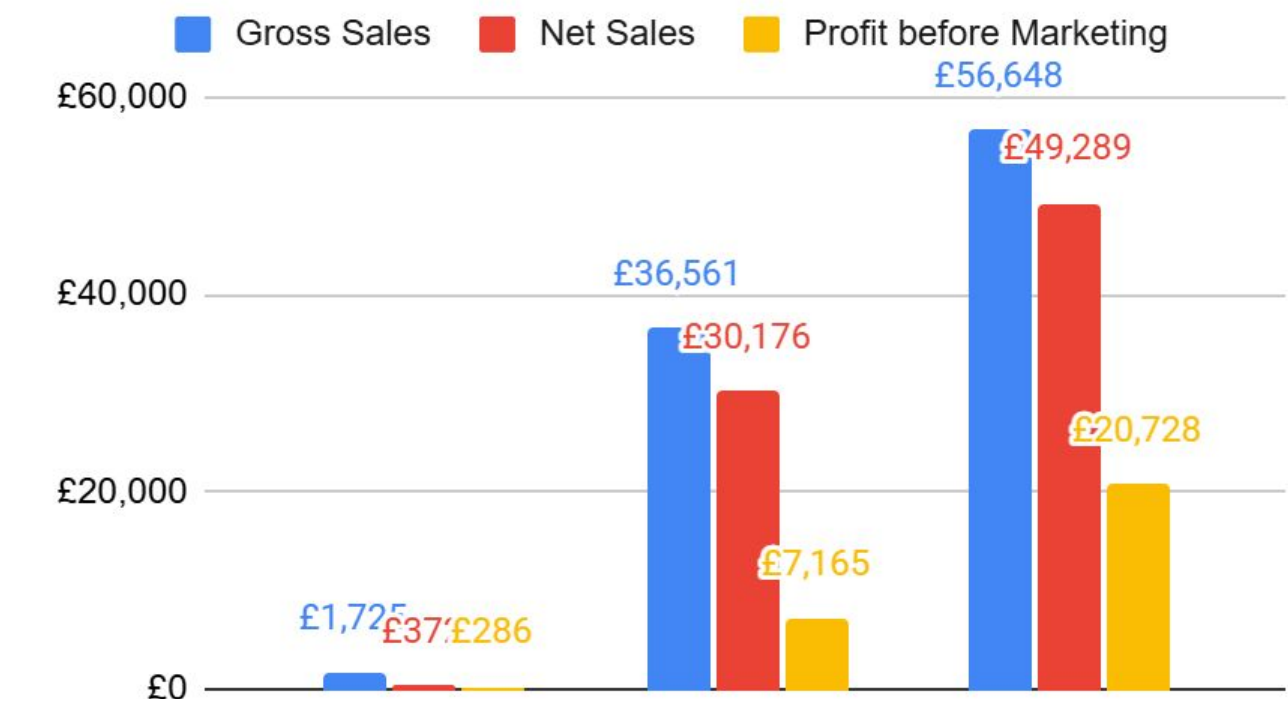


IMMEDIATELY SCALABLE MODEL

A fully operational and automated Shopify-powered platform ready for immediate scale, with clear expansion opportunities across the UK, US, EU, and other global markets.

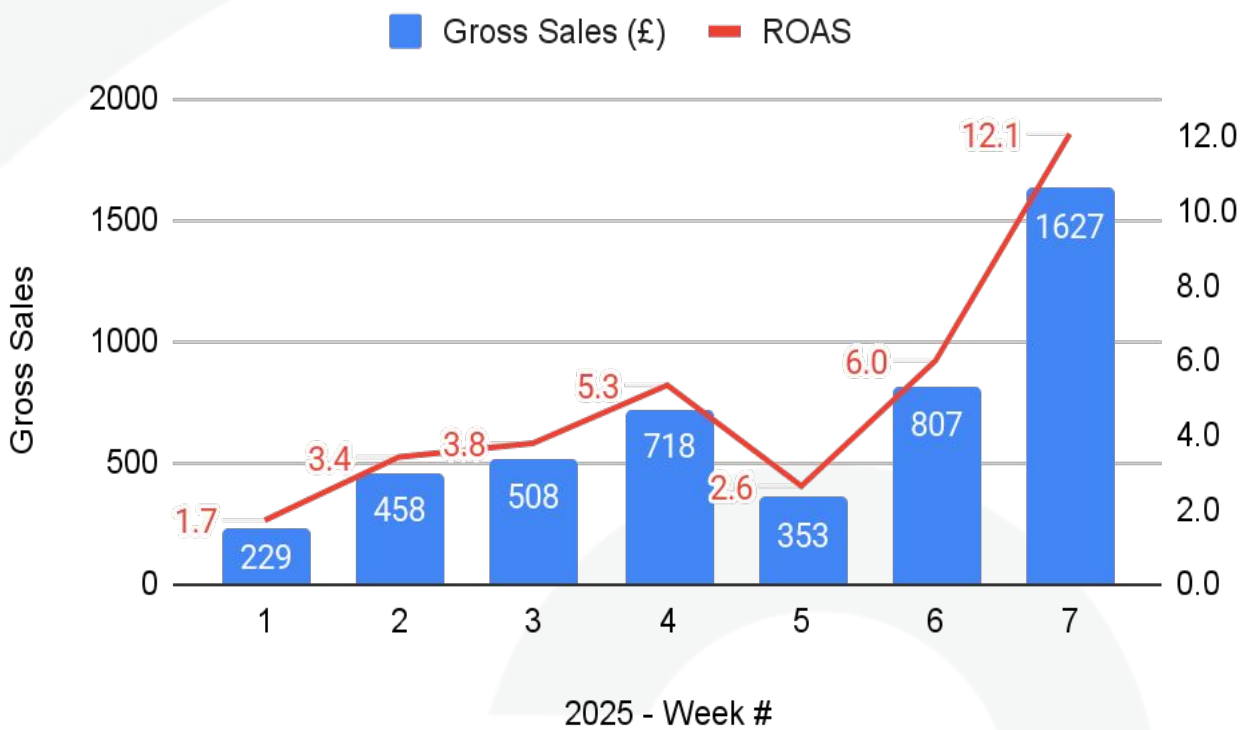
BUSINESS PERFORMANCE | CONTINUED GROWTH AND IMPROVING PERFORMANCE LIMITED BY OWNER CAPACITY

OVERVIEW OF FINANCIAL PERFORMANCE - FY 2022-24



	2022	2023	2024
Quantity (units)	15	275	326
PBM %	17%	20%	37%
Ad Spend	£665	£5,489	£3,365
ROAS	1.4	1.7	3.7
Agency & Misc	£175	£19,268	£12,667

2025 YEAR TO DATE (7 weeks to 16th Feb 2025)



PERFORMANCE NOTES:

- Stable profit before marketing
- Significant OPEX & CAPEX in marketing agency, creative and ad-spend, with highly variable results
- Best Month: May 2024 - achieved 45% net profit margin
- **2025 YTD:** Minimised marketing spend to <140/week due to capacity constraints of the business owner, however sales remain strong, exceeding business plan

BUSINESS PERFORMANCE | POTENTIAL TO SCALE FAST

SUBJECT TO STABILISED MARKETING RETURNS

Year	2025				2026				2027			
Quarter	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
UK												
Norway												
Sweden												
Denmark												
Finland												
Netherlands												
USA												
UAE												
Qatar												
Germany												
France												
Belgium												
Italy												
Spain												
Portugal												
Switzerland												
Monthly Ad Spend (£000s)	£0.6	£2.5	£7.5	£10	£15	£20	£25	£30	£35	£40	£45	£50
ROAS	3	3.5	3.8	4	4	4	4	4	4	4	4	4
Quarterly Ad Spend (£000s)	£1.8	£7.5	£22.5	£30	£45	£60	£75	£90	£105	£120	£135	£150
Quarterly Revenue (£000s)	£5.4	£26.25	£85.5	£120	£180	£240	£300	£360	£420	£480	£540	£600

'27-Q4 at Run-Rate

- Conservative run-rate projection of ROAS stabilised at 4x ad spend in 15 markets, at an AOV of £200 /unit
- Assumes <2 units/day per market
- Equates to 1 of each model every 2 days per market
- NB To compare:** It is estimated that OAKLEY sell 6-10M units annually, c.20k per day. SunGod est at 80-250k units p.a., so 300-600 per day

RR Annual revenue of £2.4M

UK Ramp-Up (2025):

- Focused on stabilizing marketing in the UK with current ad spend (~£600/month) already delivering nearly double the expected sales and ROAS for Q1 2025.

International Expansion (2026-2027):

- Prioritized entry into high-potential markets including Scandinavia, the US, and the Middle East, leveraging existing English marketing assets for low-cost scaling.
- Initial focus on English-speaking regions, followed by localized marketing investments in high-value European markets like Germany and Italy.*

Value Optimization:

- Achieve and maintain a 4x ROAS through targeted digital campaigns, creative improvements, and scaled ad spend.
- Pursue other value-creation opportunities unlocked with scale (see overleaf)

3-year Ambition:

- Highly feasible to reach £2M+ in annual revenue by 2027, tapping into the £3.8Bn global prescription sports eyewear market, with prescription as its fastest-growing segment

* Markets prioritised based on GDP per capita, sports accessory market size, and high English proficiency, ensuring efficient ad spend and high returns (e.g., Scandinavia, USA, Australia).

BUSINESS PERFORMANCE | 2022-24 P&L & VALUE CREATION OPPORTUNITIES

P&L FY 2022-2024

	2022	2023	2024
Gross Sales	£1,725	£36,561	£56,648
Net Sales	£372	£30,176	£49,289
Qty	15	275	326
ROAS	1.4	1.7	3.7
Lenses & Manufacture	-£57	-£22,059	-£26,632
Logistics	-£29	-£151	-£1,526
Management	£0	-£368	-£159
Finance	£0	-£433	-£243
Total Op Costs	-£86	-£23,011	-£28,560
Profit Before Marketing	£286	£7,165	£20,728
Ad Spend	-£665	-£5,489	-£3,365
Retainers / Subs	-£175	-£19,268	-£12,667
Net Profit	-£555	-£17,591	£4,696
Net Profit %	-32.15%	-48.11%	8.29%

VALUE CREATION OPPORTUNITIES:

The following notes are high-priority value creation opportunities that can be implemented with scale:

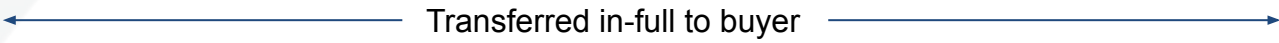
- Sales (beyond business plan expansion):**
 - Scale affiliate marketing and launch on Amazon
 - Implement and market spread payment options to enable customers to pay over 3-12 month
 - Implement email marketing (currently not done!)
 - Increase ad spend targeting >4x ROAS.
- Gross to Net**
 - Reduce discounts and refunds through improved focus on operations and closer relationships with suppliers
 - Currently under VAT threshold in sales - VAT can be offset via direct variable costs from optician and pricing
 - European and international sales handled via EAS programme
- Operating Costs**
 - Lens costs - lenses and glazing currently purchased from an intermediary manufacturing optician. With scale, a direct glazing relationship with a lens manufacturer could be established, reducing variable unit costs significantly.
 - Logistics - currently operating at commercial rates for storage and shipping. Opportunity to improve with scale

GROWTH CASE STUDY:



- 2013** – Launched via **Indiegogo crowdfunding**, selling **4,000 pairs** (vs. a 400-pair target), funding initial production.
- 2015** – First employee hired; founders still handling most operations.
- 2016** – **Kickstarter campaign** raised **£134K**, introducing ski goggles.
- 2020** – **Crowdcube fundraising** raised **£1.5M**, enabling revenue to **triple** and increasing valuation by **166%**.
- 2022** – **2022 Vision Raise** crowdfunding reached **£3M in 79 minutes**, overfunded by **200%**.
- 2023-2025** – Expansion into international markets (focus on **US**), enhanced athlete partnerships, sustainability efforts, and product innovation.

ACQUISITION | OPEN TO DISCUSS A RANGE OF MODELS

	Considerations		Brand & Front end	Hybrid / Transition	Full Op Model
Model Overview	<i>Buyer type & existing competencies Strategic rationale for acquisition Risk appetite</i>		'Drop-ship' style business will operations and associated liabilities and risks outsourced to the existing business operator - as agreed.	Option to agree certain a bespoke arrangement for elements to be acquired, either on an ongoing basis, or to be transferred over a period. Commercial agreement TBA.	Full business and all associated assets, processes and relationships transferred to buyer - more suited to an existing eyewear business or lens supplier.
Marketing & Sales Platform					
Brand & Limited Company Ownership	<i>Legal entity</i>				
Sales Channels (Shopify and all future B2B and B2C sales)	<i>Channel 'ownership'</i>				
Social Media	<i>Customer interaction Brand protection</i>				
Email and phone contact channels	<i>Transfer vs integration</i>				
Customer Service					
Responsibility for customer contact & management*	<i>Email and supplier management</i>		Remains with seller - provided as managed service	Managed Service for specified elements, potentially to transition to the buyer over time	Transferred in-full to buyer
Liability for returns and refunds	<i>(incl. ownership of advertised policies, terms and conditions)</i>				
Operations & Supply Chain					
Delivery to customers	<i>lead time Cost pass-through</i>		Remains with seller - provided as managed service	Managed Service for specified elements, potentially to transition to the buyer over time	Transferred in-full to buyer
Optician & lens glazing management	<i>QA Accredited Glazing</i>				
Frame manufacturer & inventory management	<i>QA CE accreditation</i>				
Inventory management & storage	<i>Availability Insurance</i>				
Assets					
Frame Stock	<i>Physical storage location</i>		Responsibility of Seller	Model dependent	Transferred to buyer
POS Stock	<i>Physical storage location</i>				

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ABOUT V2O SPORTS | DESIGNED FOR ATHLETES



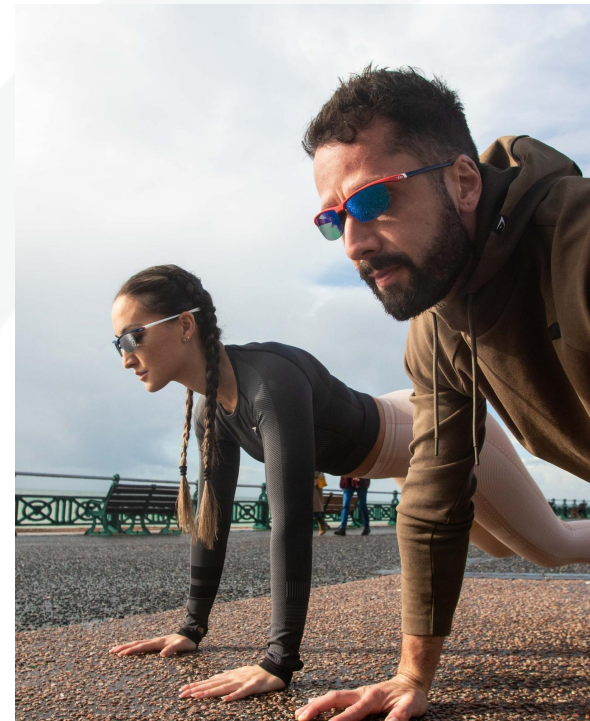
HIGH QUALITY LENSES:

High-clarity, durable prescription or non -prescription lenses for exceptional visual acuity.



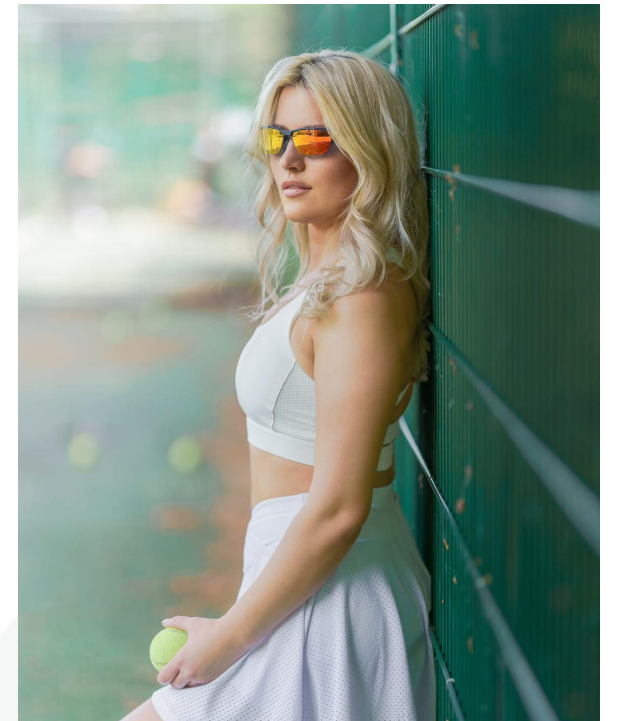
SECURE & COMFORTABLE:

Lightweight frames must fit comfortably and securely during high-octane physical activity.



DURABLE & RESILIENT:

Made with durable, flexible materials that can withstand wear and tear without being bulky, ugly or compromising clarity.



A STYLISH LOOK:

True athletes prioritise performance, but most want frames that will look great without sacrificing comfort, clarity or resilience.

ABOUT V2O SPORTS | THE MOST INNOVATIVE, DISRUPTIVE SPORTS-SPECIFIC FRAMES, ALL TESTED & ASSURED

		COLOURS:	SPORTS:	ALL OUR FRAMES ARE:
VIGOR				• Designed for athletes with a unisex 'team-wear' aesthetic • Made from TR90 material with premium rubberised finish • Have prescription lenses included as standard, with single-vision option 'priced-in' • Are certificated to CE / UKCA standards: BS EN ISO 12870 and 'Drop Ball' test compliant
PRIMA				
RAPIDE				
FORTIS				

PACKAGING:

All V2O frames come in premium packaging for a gift-worthy unboxing experience. The case is designed to withstand the shakes and knocks of the kit bag - ideal for specialist sports-specs.



www.v2osports.com



SHIELD WIDTH	LENS HEIGHT	TEMPLE LENGTH
145mm	55mm	173mm

VIGOR

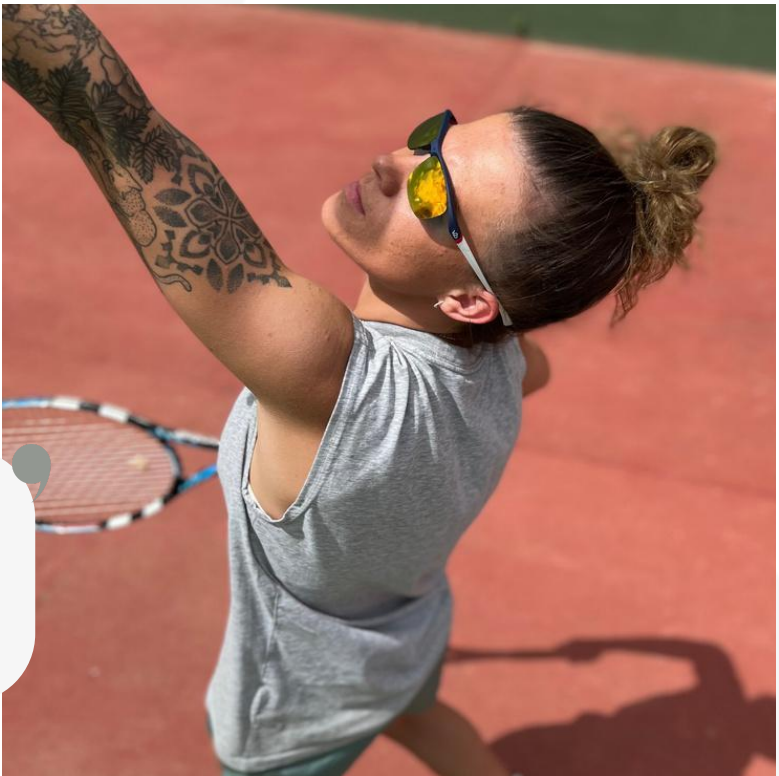
*I've been waiting half my life for this invention!
Hats off, this is great!*

- V2O's full-shield, wrap around cycling glasses - a disruptive eye-wear innovation developed as a direct response to genuine customer demands.
- Unique Frame Design, allows for the direct integration of full field-of-view prescription lenses in the most unobtrusive way possible.
- Simple? Yes. Logical? Yes. Done before? No!



Light, comfortable and great lenses, despite my high prescription.

EYE SIZE	BRIDGE SIZE	TEMPLE LENGTH
56mm	15mm	135mm



PRIMA

- The Art of Performative Reductionism - "To reduce functional components to the minimum, without adversely affecting performance"
- This is at the heart of Prima's design requirement; They're the lightest frames on the market! Weighing in at just 11 grammes, you'll barely notice them on your face. This makes them a genuine alternative to contact lenses.
- Favoured by athletes who take part in high-octane sports due to their ergonomic precision and lightweight characteristics, giving them the confidence to push themselves to the limit.



- Rapide represent the pinnacle of performance lens engineering... Their wrap around lenses provide all the protection and peripheral glare shielding of ‘full shield’ glasses, with a more unobtrusive and minimalistic approach.
- The sleek wraparound design is complemented by a rubberised finish, making them comfortable even over long distances.
- A close and stable fit, that is favoured by extreme/endurance sports participants.

“
Finally, some
prescription
wrap-arounds at an
affordable price!!
”

RAPIDE



EYE SIZE	BRIDGE SIZE	TEMPLE LENGTH
56mm	15mm	135mm



FORTIS

“
Sturdy and breathable -
ideal for sub-zero and not
fogging up!
”

- Fortis have been designed for extreme performance in temperature sensitive environments. Their ventilation system (which actually works!), keeps the oversized lenses clear in high humidity and even sub zero climates, making them a ‘go to’ for Winter Sports applications as well as Marine and Watersports activities.
- Often paired with lenses that feature a water-retardant coating, for the clearest view available when moisture is present.



EYE SIZE	BRIDGE SIZE	TEMPLE LENGTH
56mm	17mm	145mm

Frame Model	Summary of Selling Points
 	• Innovative Full Shield wrap-around eyewear - limited alternatives at much higher cost (i.e. laser-etched prescription is around £500, or 'nasty' clip-in inserts) • Allows for the direct integration of full field-of-view prescription lenses in the most unobtrusive way possible • Large-lens, wrap design increase eye coverage, shielding glare and UV • Transition, tinted, polarized and high-contrast lenses available for enhanced visual clarity and acuity • Interchangeable shield model available - spare shields sold separately
 	• At 19g, these are lightest prescription sports frames on the market. Full stop. • Designed specifically for comfort and security, with TR90 frames that distribute pressure to the optimum areas, and an adjustable nose bridge for a perfect and secure 'fit to face' • Semi-rimless for reduced visual obstruction
 	• One of the only affordable and accessible prescription 'wrap-around' frame models on the market; perfect for sports where tracking and peripheral vision are key • Wrap-around design provides superior eye coverage, shielding peripheral glare and UV, as well as wind and dust • Sleek, contemporary style with premium rubberised finish make for the ultimate 'sports frames' • NOTE: RAPIDE prescription availability is limited in range due to the base curve of the lenses. Please confirm your prescription falls in the available range prior to purchase: ◦ Clear, transition & yellow tint: SPH -1.50 to +12.00 ◦ All polarized and mirrored: SPH -2.00 to +12.00
 	• Ventilation vents for a lightweight, breathable frame with reduced susceptibility to fogging • Robust design to withstand knocks • Stylish, popular frame design with premium rubberised finish • Larger lenses for greater eye-coverage • Adjustable nose-pads for an improved fit-to-face

OUR LENSES

ALL PRESCRIPTIONS¹

AVAILABLE:

- SINGLE
- BIFOCAL
- VARIFOCAL

AVAILABLE COATINGS:²

-  **Anti-glare**
optimum light transmission
-  **Scratch-resistant**
everyday wear & tear
-  **Hydrophobic**
liquid & grease repellent
-  **Mirrored**
Range of colour finishes

All of our lenses are sourced from top UK-based ophthalmic manufacturers, who employ the most advanced technologies and processes, supplying a wide range of lenses and coatings to the highest standards.



CLEAR

Perfect for when true, precision vision is required, e.g. everyday use, indoor activities or low-light conditions. Versatile across all seasons and settings.



TRANSITION/PHOTOCHROMIC

Ideal for athletes that move between changing conditions, cover and daypart. Lenses that adapt provide optimal vision in every circumstance.



YELLOW TINTED

Lenses tinted on the 'Yellow/Amber' spectrum protect from blue light and brightness, increase clarity perception and reduce glare and eye fatigue.



POLARISED / HIGH CONTRAST

Protects eyes from UV-A and UV-B rays by 100%. Perfect for low sunlight, water reflection and the snow. Reduces eye strain and fatigue while enhancing visual clarity and comfort. Improves colour saturation and contrast without distortion.

ABOUT V2O SPORTS | OPERATING MODEL OVERVIEW

BRAND & MARKETING

- V2O currently primarily drives sales to its website via google and meta advertising, as well as an instagram profile with ~1k followers
- Marketing materials (photos and videos are built from a range of photoshoot and CGI content from UGC and professional modelling
- **All brand related content - including the website and all logos, content, images and videos - as well as existing marketing accounts with google and meta are included in the sale**

CUSTOMER SERVICE

- V2O retains an extremely high satisfaction rating with its independent review partner - REVIEWS.IO
- This is in-part down to V2O's proactive and customer centric approach to customer service - essential given the nature of the products and customer requirements at all stages of the journey: consideration, purchase and after-care
- **A buyer may wish to take on or transition this capability in-house, or leverage it as a managed service**

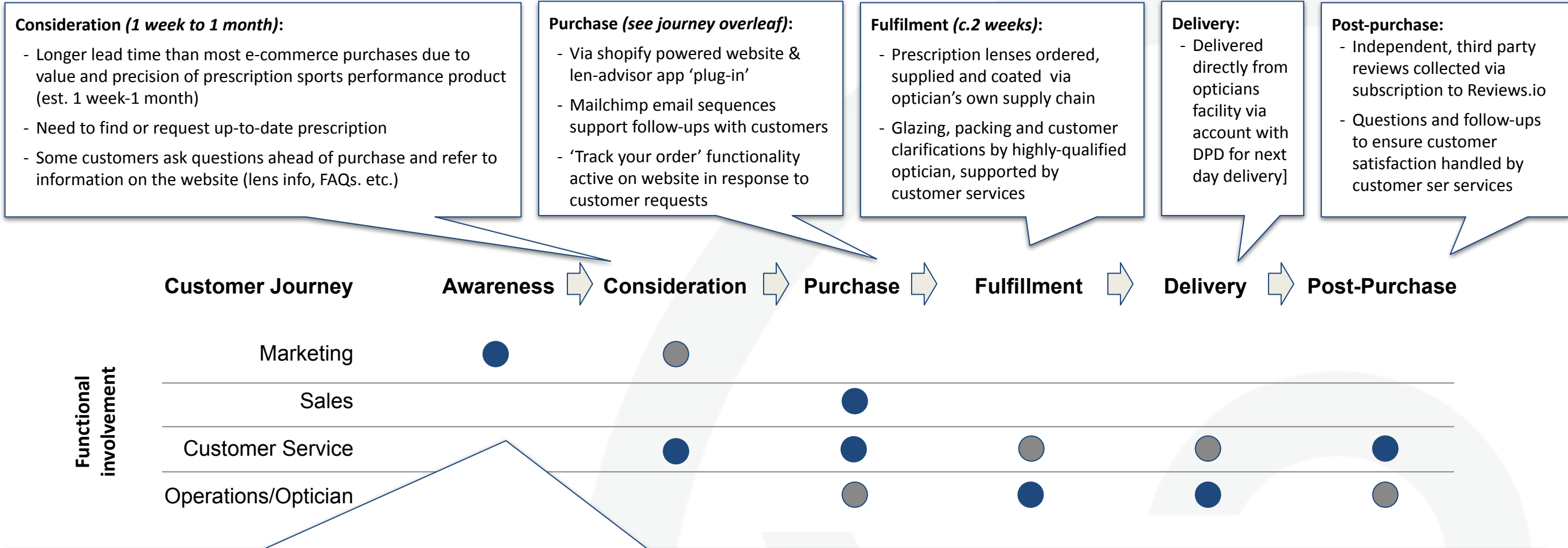
SALES CHANNELS

- Sales are captured through the V2O Sports website via the shopify platform facilitated by a number of native apps
- V2O also operates via 7 UK based affiliate retail partners where customers can try the frames before they buy
- **All brochures, POS signage and glasses stands, as well as the V2O website & shopify platform and associated app subscriptions are included as part of the sale**

OPTICIAN OPERATIONS & SUPPLY CHAIN

- Orders are sent automatically and immediately to our manufacturing optician partner based in Buckingham (UK)
- All frames are stored on or near the optician site, with lenses being ordered by the optician on an order-by-order basis
- Glazing, QA, packing and shipping are undertaken from the opticians site, using V2O's shipping account with DPD
- **A buyer may wish to take on or transition this capability in-house, or leverage it as a managed service**

ABOUT V2O SPORTS | THE CUSTOMER JOURNEY

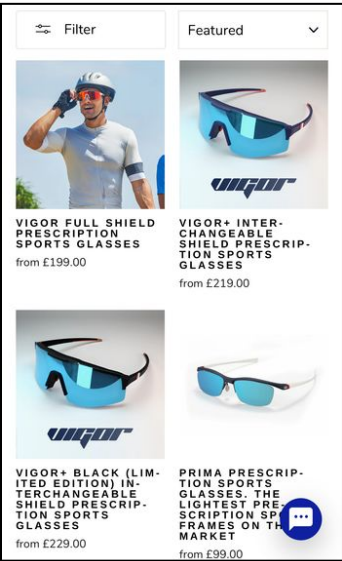


Awareness: Marketing (Meta Ad examples below)

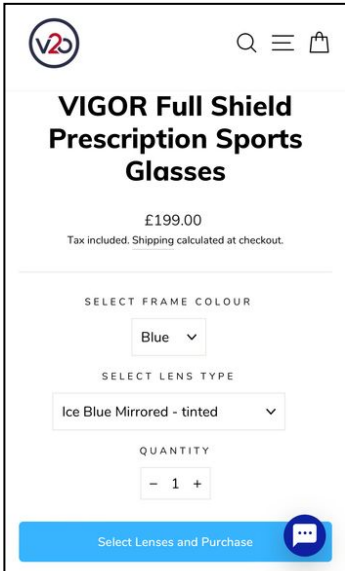


SALES PROCESS | USING OUR WEBSITE

1) SELECT THE PREFERRED FRAME MODEL



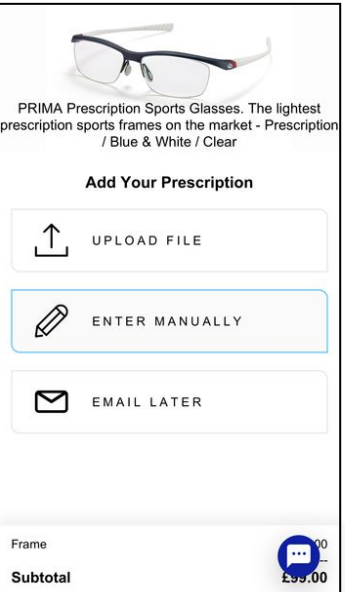
2) SELECT THE FRAME & LENS DESIGN DETAILS



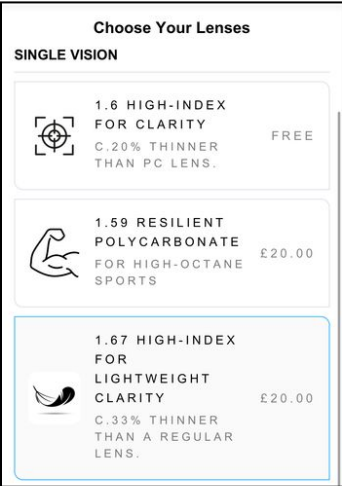
3) SELECT PRESCRIPTION TYPE



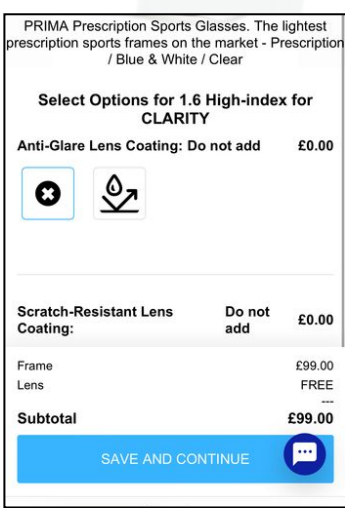
4) UPLOAD PRESCRIPTION OR SEND LATER



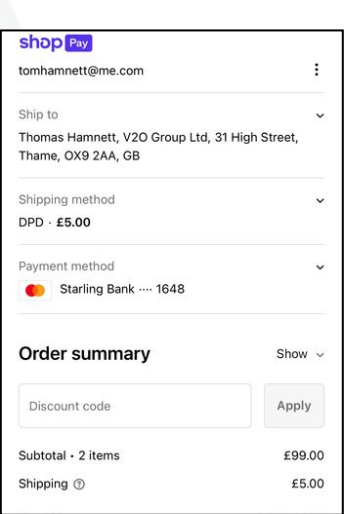
5) SELECT THE LENS THICKNESS



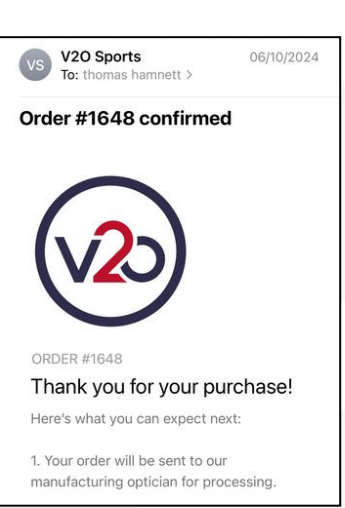
6) SELECT LENS COATINGS



7) ENTER CONTACT DETAILS & PAYMENT



8) CUSTOMER RECEIVES CONFIRMATION EMAIL



SALES PROCESS | REFERENCE PRICE LIST

(PLEASE REFER TO WEBSITE TO CONFIRM LATEST PRICING & AVAILABILITY)

Model	Base Price (incl. Single Vision Lens)		Tint	Clear	Trans	Polar-is ed	Polari + Mirrored	High Contrast	Hi-Con & Mirrored		Anti-Scr atch	Hydro-ph obic	Anti-Gla re		1.6	1.59	1.67		Single Vision	Bi-Focal	Varifocal
	£199		£0	£0	+£20	+£20	+£20	+£40	+£40		N/A	N/A	N/A		£0	N/A	N/A		£0	N/A	+£90
	£219		£0	£0	+£20	+£20	+£20	+£40	+£40		N/A	N/A	N/A		£0	N/A	N/A		£0	N/A	+£90
	£99		+£10	£0	+£40	+£65	+£100	N/A	N/A		+£20	+£20	+£20		£0	+£20	+£20		£0	+£70	+£110
	£134		+£10	£0	+£40	+£65	+£100	N/A	N/A		+£20	+£20	+£20		£0	N/A	N/A		£0	N/A	N/A
	£99		+£10	£0	+£40	+£65	+£100	N/A	N/A		+£20	+£20	+£20		£0	+£20	+£20		£0	+£70	+£110

BUSINESS INFORMATION | FAQ

LEAD TIME

Customers will receive their glasses c.10-15 working days from order; with more complex orders occasionally taking a few days longer. Please refer to the on-site T&Cs & policies for the latest guidance.

RETURNS POLICY

V2O commit that any product received in a defective or damaged state will be replaced or refunded. Other policies are detailed on our website.

CERTIFICATION

Our frames are CE & UKCA compliant and conform to international standard ISO 12870, passing tests for tolerance, stability, resistance, resilience and endurance.

FURTHER INFORMATION, TERMS & CONDITIONS

For the latest information and updated terms and conditions, please refer to the relevant policies at www.v2osports.com.



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V2O Sports Business Prospectus

Premium Prescription Sports Eyewear for Athletes

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11. Rationale for sale & options for acquisition

APPENDICES

- A. Products and Services
 - B. Operating Model
-

1. Business Information

Legal business name	V2O Group Ltd
Trading names	Trading as: V2O Sports
Date registered	28 / 6 / 2021
State registered in	England
Business structure	Incorporated under the Companies Act 2006 as a private company, limited by shares. Registered office is in England and Wales.
UK Company Number	13481775
Licences and permits	Relevant insurances in place through Gallaghers All necessary permits and associated risk held by third parties. Details in Appendix B

Contact Information

Name	Thomas Hamnett
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Website	www.v2osports.com
Social Media	@v2o_sports_eyewear (instagram)
Postal address	31 High Street, Thame, Oxfordshire, UK, OX9 2AA

2. Executive Summary

V2O Sports is a seed-stage e-commerce business offering premium prescription sports eyewear for athletes. With touch-free, make-on-demand operations and proven traction, V2O is poised for significant growth with the right marketing and commercial capabilities in place.

The company's mission is to provide high-performance, prescription sports eyewear designed specifically for athletes engaged in activities such as cycling, running, tennis, golf and winter sports. V2O's products have been validated in the market, with growing revenue, strong customer feedback, and a scalable operating model.

Launched in December 2022, V2O has established itself as a trusted brand in the premium sports eyewear market. Customer reviews average 4.5/5 on Reviews.io, affirming the demand for the company's high-quality, innovative solutions.

Despite limited exposure, V2O has shown consistent revenue growth, profitability generating £61,691 in 2024. Despite current limitations in marketing capability, time and resource, the business has demonstrated significant potential, providing annual average ROAS of 3.7 in 2024 and a monthly peak of 7.7 ROAS. The business has a scalable model in place and is now positioned to immediately expand into untapped markets with the right tech platforms and shipping partners in place.

V2O Sports offers an exciting opportunity for the right buyer or partner to capitalise on the groundwork laid so far. The company's proven concept, scalable, touchless model, and tangible assets provide immediate ROI for the right buyer. The current owner is seeking a quick sale due to competing pressures and limited time and resources, and is open to offers relating to sensible commercial models.

3. About the Brand

Seed-Stage Opportunity: Scaling a Proven Concept

V2O Sports is a seed-stage online business with touch-free, make-on-demand operations and proven traction. V2O's premium prescription sports eyewear has been validated in the market, with growing revenue, strong customer feedback, and a scalable operating model and a reliable manufacturing optician partner already in operation.

V2O Sports is now poised to move to the next stage of growth, offering an exciting opportunity for the right buyer or partner to capitalize on the groundwork laid so far.

The V2O Sports Mission:

V2O Sports provides high-performance, prescription sports eyewear designed specifically for athletes engaged in activities such as cycling, running, and winter sports. The mission is to improve athletes' clarity, coordination, and decision-making, as 80% of performance is linked to vision. Enhanced visual acuity and tracking lead to quicker reactions and better decision-making, giving V2O's athletes a competitive edge.

Our History

After soft launch testing, the business was formally launched in December 2022. Initially, V2O launched with Prima frames, but based on customer feedback and market interest, we expanded the range to include a number of proprietary models. In 2023, we launched the innovative Vigor, Rapide, and Fortis models, each providing game-changing solutions to specific sporting eyewear challenges, receiving glowing customer feedback.

With a scalable model in place, the second half of 2023 highlighted limitations in our marketing, with challenges to the budget, creative

content, and expertise limiting conversion rates and ROAS. Marketing spend has subsequently been significantly reduced with a view to improve marketing capability to stabilize ROAS and CRO, before pushing to explore the limits of scale in the UK and expand into bigger markets in Europe, the Middle East, and beyond.

What We've Achieved So Far

Product Validation

- V2O has established itself as a trusted brand in the premium sports eyewear market, with products designed specifically for performance-focused athletes.
- Customer reviews average 4.5/5 on Reviews.io, affirming the demand for our high-quality, innovative solutions.

Market Traction

- Despite limited exposure, the business has shown consistent revenue growth, generating £61,691 in 2024, with a best month of £15,000.
- Total revenue over 24 months from 2022 to 2024: £107,299.

Scalable Operating Model

- Our automated Shopify-powered e-commerce platform, combined with DPD and prescription collection specific app integration, ensures seamless fulfillment and scalability.
- A lean, low-fixed-cost operational model has been designed to maintain efficiency while scaling.

Digital Marketing Foundation

- We've invested in marketing campaigns across Meta (Facebook & Instagram) and Google Ads, supported by professional imagery, user-generated content, and video campaigns.

- Our digital marketing infrastructure provides a ready-made platform to drive growth.

Stock of frames, packaging and marketing assets

- Remaining inventory worth £31,400 and marketing materials valued at £5,000 offer a jumpstart for future buyers.

4. The Market for Prescription Sports Eyewear

The global sports eyewear market was valued at £13.8 billion in 2024 and is projected to grow to £18.6 billion by 2030 (6.0% CAGR). Prescription glasses are the fastest-growing segment, accounting for approximately 25-30% of the global market by 2027, or £5.6 billion annually.

The UK's share of the global sports eyewear market is ~5%, so we estimate the UK's prescription sports eyewear market is worth £217M–£261M in 2024, growing to £320M+ by 2030.

Market drivers for the prescription segment appear robust, including an aging, affluent population and increased sports participation in the older age groups.

The Problem: A highly premiumised market for the sports-enthusiast

The market for prescription sports eyewear is currently characterized by a significant gap. On one end of the spectrum, mass-market inserts and lower-cost options are available but often fail to deliver on performance, comfort, and durability for serious athletes. On the other end, elite brands like Oakley and Rudy Project offer innovative designs, such as laser-etched full-shield prescription glasses, but at prohibitively high

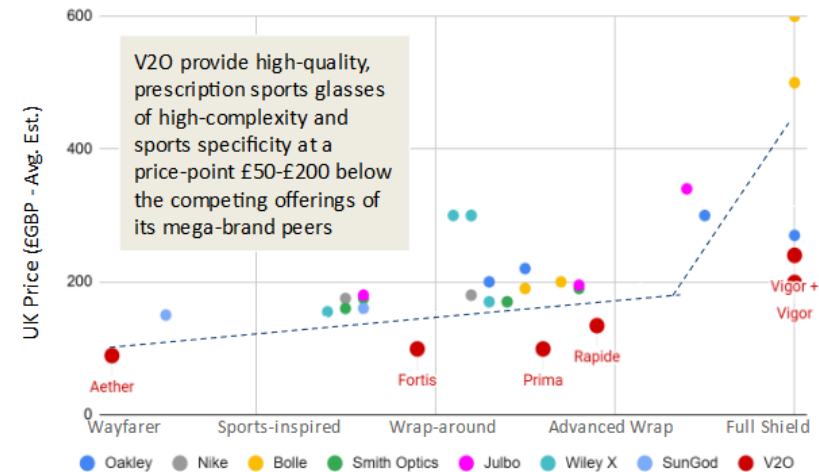
prices, often exceeding £500-600 per unit. For the average sports enthusiast, options are either expensive or suboptimal.

Prescription wraparound and full-shield designs, essential for athletes requiring unobstructed vision, remain scarce due to their technical complexity. Brands catering to this need are few, with high costs rendering them inaccessible for the wider sports community. This leaves a substantial market of aspirational athletes underserved: those seeking premium, performance-focused eyewear that doesn't require an excessive investment.

The Solution: Accessible, innovative, premium sports-frames

V2O Sports has set out to bridge this gap with a range of premium, purpose-built prescription sports eyewear at a mid-premium price point. Our product line delivers the quality, style, and innovative lens technology expected from high-end competitors but at a more accessible cost. The designs are optimized for active individuals who demand durability and performance without compromising affordability.

Distribution of branded prescription sports eyewear offerings by price and complexity



Brand	Model	Price	Complexity
Oakley	Radar EV Path	£270	Full Shield
Oakley	Flak 2.0 XL	£220	Wrap-Around
Oakley	Half Jacket 2.0 XL	£200	Wrap-Around
Oakley	Jawbreaker	£250	Advanced Wrap
Nike	Show X2	£180	Wrap-Around
Nike	Tailwind Swift	£170	Wrap-Around
Nike	Adrenaline	£175	Sports-Inspired
Wiley X	Saint	£160	Wrap-Around
Wiley X	Valor	£150	Wrap-Around
Wiley X	Romer III	£155	Sports-Inspired
Wiley X	Gravity	£165	Wrap-Around
Wiley X	Sleek	£170	Wrap-Around

Brand	Model	Price	Complexity
Bolle	Bolt 2.0	£200	Wrap-Around
Bolle	Lightshifter	£210	Full Shield
Bolle	Shifter	£220	Full Shield
Bolle	Vortex	£190	Wrap-Around
Bolle	Attack Max	£190	Full Shield
Bolle	Reverb	£170	Wrap-Around
Bolle	Flywheel	£160	Sports-Inspired
Bolle	Trackstand	£175	Sports-Inspired
Bolle	Rush	£200	Advanced Wrap
Bolle	Outline	£195	Wrap-Around
Bolle	Renegade	£180	Sports-Inspired
SunGod	Classics	£150	Wayfarer
SunGod	Tempests	£160	Sports-Inspired

5. Target Consumer

The target market comprises sporty, affluent consumers aged 35-65 who are aspirational, image-conscious, and performance-driven. These individuals value premium products for both performance and style but are mindful of cost, avoiding excessively priced options like laser-etched full-shield prescription glasses.

V2O's target customer is:

- Predominantly higher-income individuals who prioritize sport & fitness
- Both male and female
- Are motivated by Performance: therefore seeking sportswear and accessories that enhances their ability to excel
- Busy with work and family commitments, and value simple sales process, customer service and reliable, durable products that require minimal hassle
- Image-conscious and appreciative of products that balance aesthetics and function

This market engages in low-impact, non-contact sports like running, cycling, tennis, golf, skiing and fitness-training sports where high-quality prescription eyewear provides clear advantages in performance and comfort.

V2O Sports products are uniquely positioned to appeal to this market. By offering:

- Premium, performance-oriented products: Ideal for athletes who value innovation, durability, and style.
- A mid-premium price point: Significantly more affordable than high-end competitors like Oakley while delivering comparable performance and design.
- Specialized designs: Tailored to the unique demands of individual sports, ensuring the right fit and functionality for each activity.

The opportunity for V2O to scale globally lies in optimising and stabilising return on marketing spend in the UK, before targeting similarly affluent, active consumers in high-growth markets like Scandinavia, the Middle East, and the U.S., which have the same or greater affinity for premium performance-focused products.

6. Performance to Date

V2O Sports has demonstrated substantial potential as a seed-stage business, achieving consistent revenue growth over the past three years and securing strong market validation. With an average customer review score of 4.5/5 on Reviews.io, V2O has been widely praised for addressing a critical gap in the market: offering premium, stylishly designed, sport-specific prescription eyewear (e.g., wrap-around and full-shield options) at an accessible price point. Many customers have highlighted that V2O successfully fulfilled a need that other brands have failed to meet, reinforcing the brand's unique value proposition.

James Cluckie ★★★★★

Verified Customer

VIGOR+ BLACK (Limited Edition)
Interchangeable Shield Prescription
Sports Glasses Transition /
Photochromic

Loving my new glasses - can see my Garmin again! Varifocal works well near and far. Photochromic shield has adapted well to varying light.

John Marsh ★★★★★

Verified Customer

VIGOR Full Shield Prescription
Sports Glasses Blue / Transition /
Photochromic

The VIGOR glasses are excellent. My prescription lenses (varifocal, 1.6high-index) are crystal clear. The glasses are well made and...

Pete Middleton ★★★★★

Verified Customer

VIGOR Full Shield Prescription
Sports Glasses Blue / Polarised - Ice
Blue Mirrored

Great looking glasses and being able to make with prescription lenses has made them the only ones I now use.

Christine Briggs ★★★★★

Verified Customer

VIGOR Full Shield Prescription
Sports Glasses White / Silver
Mirrored - tinted

Absolutely LOVE these glasses! Light, comfortable, they stay where they are put, don't slip down your nose....and look so Pro!!! I've...

Anonymous ★★★★★

Verified Customer

PRIMA Prescription Sports Glasses.
The lightest prescription sports frames on the market Prescription / White / Transition

This is the 2nd pair I've ordered. Use for cycling & running. Are very light you hardly realise you have them on. Got the transition...

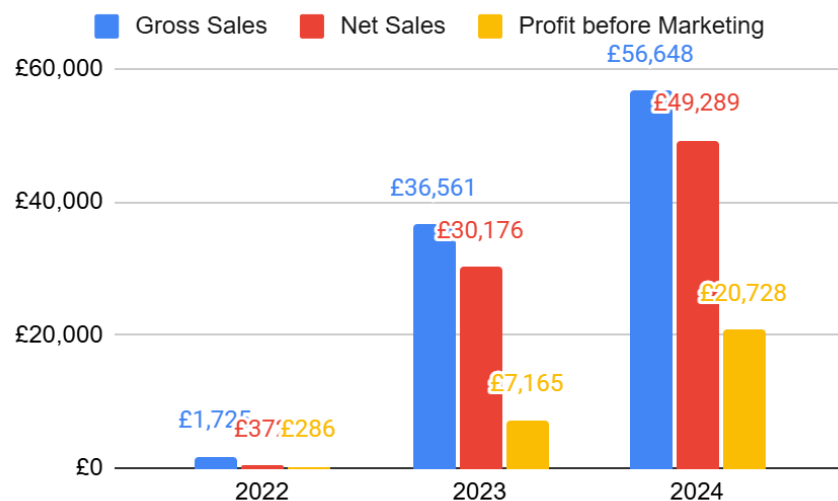
G McKenna ★★★★★

Verified Customer

FORTIS Prescription Sports Glasses
Prescription / White/White/Blue /
Polarised - Gold Mirrored

This is my second order of prescription sunglasses from V2O and I can highly recommend them for quality of products and keeping me...

Business Performance - FY2022-24



Quantity (units)	15	275	326
PBM %	17%	20%	37%
Ad Spend	£665	£5,489	£3,365
ROAS	1.4	1.7	3.7
Agency & Misc	£175	£19,268	£12,667

V2O has demonstrated steady revenue growth, from £1,725 in 2022 to £56,648 in 2024. Net sales followed a similar upward trajectory. The company has sold 616 units across three years, with average monthly unit sales rising from 2-5 units in 2022 to over 27 units per month in 2024.

Cost Structure

Total operating costs for the period were **£51,657**, split across manufacturing (£48,748), logistics (£1,706), and management overheads (£526).

V2O Group - 3 Year P&L Overview

	2022	2023	2024
Gross Sales	£1,725	£36,561	£56,648
Net Sales	£372	£30,176	£49,289
Units Sold	15	275	326
Lenses & Manufacture	£57	£22,059	£26,632
Logistics	£29	£151	£1,526
Management	£0	£368	£159
Finance	£0	£433	£243
Total Op Costs	£86	£23,011	£28,560
Profit Before Marketing	£286	£7,165	£20,728
PBM %	17%	20%	37%

Unit Economics - Variable Costs

Please note that, despite being a relatively homogenous product, the desirability and premium nature of the products are in no small part a result of their high degree of personalisation - colour, lens type, prescription and type of prescription, lens thickness, etc. As such, we have illustrated the unit economics of our most popular frame (Vigor) below. Please note that the variable elements of the cost base are passed through in the pricing of the end product - i.e. higher lens and shipping costs are reflected in the final price of the product to the end customer.

Please note that V2O has remained below the threshold to register for VAT. As such, when scale is achieved, this element of cost would also require passing through to the customer from the supplier. Before marketing, the variable cost-per-unit, excluding tax, is as follows:

Variable costs per unit

Unit Cost	GBP £	Notes	Upside Opportunities
Order Value	£200.00+	Based on a relatively typical, basic iteration of prescription lenses in Vigor frames	Vigor frames allow for upsell - customers regularly purchase additional shields for £25-25
Discounts, Rebates	(£20.00)	10% of Gross Sales Budgeted beyond marketing - Discretionary budgeted line-item	Factored into cost base - opportunity to reduce or fund / offset from marketing budget
Sales Platform Commissions	(£10.25)	shopify 2% + £0.25 = £4.25 LensAdvisor Optical Add on 3% = £6	Improved terms with scale, opportunity to move away from shopify platform
Net Contribution	£169.75		
• <i>Packaging</i>	(£2.25)	Est: USD1,600 for 600 units XR 0.85	Negotiation with scale - currently at MOQs
• <i>Frame & Shield manufacture</i>	(£17.50)	Est: USD2,257.50 for 150 units XR 0.85	Negotiation with scale - currently at MOQs
• <i>Lenses</i>	(£50.00+)	Basic 1.6 SV lenses. Pricing currently structured to increase commensurately to reflect lens cost for more expensive options or complex prescriptions, effectively passing through any variability	Major cost driver - opportunity to renegotiate lens costs with scale, source directly from scale lens manufacturers or offshore sourcing and manufacturing for some / all orders
• <i>Manufacturing / Assembly</i>	(£10.00)	Flat fee for the processing of glazing and admin by optician	As above
• <i>Shipping</i>	(£5.00)	Pricing currently structured to increase commensurately to reflect shipping cost for shipping outside of the UK, effectively passing through any increment	DPD fee structure - N/A
• <i>Operations & Customer service fee</i>	(£20.00)	Removes liability for customer service, returns and refunds from the brand. Terms to govern and protect this services to be agreed as part of the acquisition	Depending on sale model and value, this element could be reduced, absorbed into the acquisition terms or set to flex with scale and performance
Total Variable Cost Per Unit	£104.75	Flexes upward commensurately with price based on lens cost. Further margin upside available on extra interchangeable lens sales on Vigor	Depending on sale model, some or all of the above line-items below Net Value can be provided as a no-touch, low-risk service, with only the cost of selling and marketing the product being the responsibility of the buyer
Gross Margin before marketing	£65.00	Remaining £65 to cover marketing cost per unit, profit margin and fixed overheads	

Average revenue per unit sold is approximately **£200**, with a **gross margin of £65 per unit before fixed and marketing costs**, highlighting strong fundamentals.

Fixed Cost Base

	Fixed Costs		Allocation per unit, at # units per month		
Item	Annual	Per month	100	250	500
Shopify	£366.00	£30.50	£0.31	£0.12	£0.06
Storage	£1,200.00	£100.00	£1.00	£0.40	£0.20
Apps & Subs	£100.00	£8.33	£0.08	£0.03	£0.02
Reviews.ai	£334.08	£27.84	£0.28	£0.11	£0.06
Management cost	£190.40	£15.87	£0.16	£0.06	£0.03
Accountancy	£313.00	£26.08	£0.26	£0.10	£0.05
Barcodes	£142.80	£11.90	£0.12	£0.05	£0.02
Total	£2,646.28	£220.52	£2.21	£0.88	£0.44

Commercial Performance

The commercial performance of V2O Sports has been highly variable, primarily due to limitations in marketing capabilities and budget. Marketing efforts have lacked consistency, with no cohesive strategy or dedicated content creation resources. Various low-cost freelance advisors and agencies were engaged, often yielding negative ROI, while minimal investment was allocated to ad spend and high-quality creative assets. This lack of structured marketing and quality content has created challenges in scaling effectively and predictably.

Despite these constraints, the business has shown significant financial improvement. In 2023, V2O operated at a net loss of £17,591 (-48%), but this improved dramatically to a net profit of £4,696 (8.3%) in 2024,

highlighting its potential for scalability and margin growth. Profitability has remained inconsistent, with peak months like May 2024 delivering an impressive 45% net profit margin, while off-peak months (e.g., December 2023) experienced losses. These fluctuations underscore the need for strategic marketing investment to stabilize and unlock sustained growth.

7. Business Plan

V2O Sports presents a unique opportunity to scale a proven business model and unlock significant revenue growth. By stabilizing Return on Ad Spend (ROAS), expanding into high-potential international markets, and improving operational efficiency, the business is positioned for rapid and sustained growth over the next three years.

This section outlines the phased growth plan, detailing how conservative investment in marketing and operations will drive significant value creation while maintaining a scalable and efficient model.

There is an opportunity for V2O Sports to enter high-growth international markets starting in late 2025, targeting regions with strong demand for premium sports eyewear:

- English-speaking countries: USA, Canada, Australia, and the Middle East, leveraging existing English-language assets for quick scalability.
- Northern European markets: Netherlands, Scandinavia (Norway, Sweden, Denmark), where premium eyewear adoption is high.
- Localized European markets: Germany, France, Italy, and Spain in later years (2026–2027), supported by translated marketing materials and tailored campaigns.

The total projected revenue of £2.04m in 2027 reflects growth across the UK and global markets, with a staggered expansion plan:

Business plan - Quarterly Revenue Projections (2025–2027)

With a conservative ramp-up plan, V2O Sports has a readily achievable business plan to achieve **£2 million+ annual revenue by 2027** while maintaining scalable profitability, that can be achieved without exceeding sales of any frame model in any country on any day of more than 2 units (assuming sales per unit per country per day - Units/d/C - are spread across V2Os 5 frame models).

Business Plan Overview

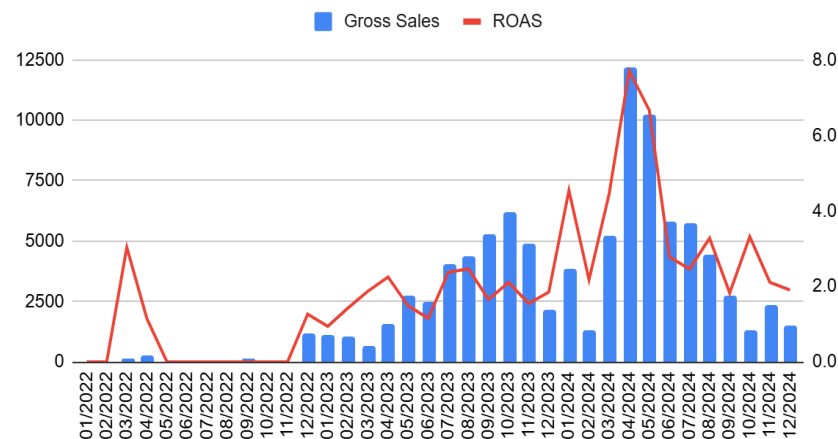
Year	Q#	Countries	Units/d/C	Rev (£)	PBM (£)	Markets Focused
2025	Q1	1	0.3	£5,400	£1,755	Current UK operations with limited ad spend.
	Q2	1	1.6	£26,250	£8,531	UK ramp-up begins, focus on optimizing campaigns.
	Q3	1	5.1	£85,500	£27,787	Increased UK spend with optimized ROAS.
	Q4	1	7.2	£120,000	£39,000	Stabilized UK scaling, preparing for 2026 market entry.
2026	Q1	2	5.4	£180,000	£58,500	UK scaling continues. Entry into Scandinavia.
	Q2	3	4.8	£240,000	£78,000	Scandinavia and Netherlands scaling.
	Q3	3	6.0	£300,000	£97,500	UK, Scandinavia, Netherlands ramp-up.
	Q4	3	7.2	£360,000	£117,000	Planning for USA/Middle East entry.
2027	Q1	5	5.0	£420,000	£136,500	USA and Middle East launch.
	Q2	5	5.8	£480,000	£156,000	USA scaling. Preparations for Europe.
	Q3	6	5.4	£540,000	£175,500	Full multi-market operation.
	Q4	6	6.0	£600,000	£195,000	Mature multi-market scaling.

8. Marketing, Sales and Distribution Channels

Marketing is the largest operational expense, totaling **£41,629 over three years**. As previously described under Commercial Performance, the variability in overall profitability has been mainly due to limitations in marketing capabilities and budget. Marketing efforts have been inconsistent, with no cohesive strategy or dedicated content creation resources. The use of low-cost freelance advisors and agencies often resulted in negative ROI, and minimal investment was allocated to ad spend and high-quality creative assets. This lack of structured marketing and quality content has created challenges in scaling effectively and predictably. Despite this, the return on investment has improved, as seen in higher ROAS and increased net sales.

The business's ability to scale profits is tied to more consistent, optimized marketing campaigns. Customer engagement has also improved, with ROAS reaching 3.7x in 2024, indicating greater effectiveness of marketing investments.

Monthly Gross Sales & ROAS - January 2022 to December 2024



V2O Sports has demonstrated market traction, achieving a monthly high of nearly 8x ROAS (achieving 66 units sold across May 2024 off £1,580 ad spend), and high trust independent ratings. It occupies a unique market position as a scalable concept ready for acquisition, allowing a purchaser to seamlessly continue its successful trajectory.

The Shopify-powered e-commerce store at v2osports.com handles all sales. Website traffic and sales are driven by marketing efforts across social media, affiliate partners, and search engines, most notably Meta's Facebook and Instagram, and Google Ads. Alongside this, investments have been made in improving and sustaining SEO, as well as low levels of experimentation in the micro-influencer market

Marketing Spend

The business spent **£22,791 on Google Ads** and **£14,654 on Meta Ads** over three years, driving the majority of sales.

Channel	2022	2023	2024	Details
Meta	£77	£1,313	£13,264	Facebook and Instagram ads pushing USPs of more innovative frames
Google Ads	£1,147	£19,610	£2,035	Variety of advertising options, including keyword targeting, shopping ads, display ads, app promotion ads, and video ads
Total Spend	£1,224	£20,922	£15,299	Overall balance of spend to Meta has yielded higher ROI in 2024 (vs Google in 2023)
ROAS (Return On Ad Spend)	1.4	1.7	3.7	Increasing optimisation over lifespan with significant potential untapped
Affiliates / Influencers	N/A	N/A	N/A	No visible / trackable return on any scheme or partner
In-Store Retail	N/A	N/A	N/A	Limited visible / trackable return however some anecdotal reference from customers that they tried the frames in-store

Potential for Value Creation

The key to unlocking V2O's full potential and scaling the brand will lie in optimising marketing and conversion. This variability and untapped potential make V2O an attractive acquisition or investment opportunity for buyers ready to take it to the next level.

Stabilizing ROAS at 4 or more through targeted campaign optimization will set the business on a rapid growth trajectory. Once stabilised, the following opportunities have been identified for value creation and growth through marketing:

1. **Expanded platform testing** (e.g., Pinterest, TikTok, Reddit, Amazon), enabling scaled investment with confidence of returns.
2. **Conversion Rate Optimization:** A CRO roadmap includes tools such as virtual try-on applications and gen AI-powered chatbots to enhance user experience and drive higher conversion rates.
3. **Sales Channel Diversification:** Expanding sales channels through retail partnerships (e.g., RX Sports, Glasses Direct) and online marketplaces like Amazon will create new revenue streams and diversify risk. Following other market disruptors by leveraging crowdfunding channels (i.e. Indigogo, Kickstarter, etc.) is also an opportunity for rapid growth.
4. **International Expansion:** Early entry into premium English-speaking markets (Scandinavia, Netherlands, USA) followed by European market localization. Marginal costs for entering adjacent regions like Scandinavia make early expansion low-risk and high-reward.

With a conservative ramp-up plan, V2O Sports has a readily achievable business plan to achieve **£2 million+ annual revenue by 2027** while maintaining scalable profitability, that can be achieved without exceeding sales of any frame model in any country on any day of more than 2 units. By stabilizing ROAS, expanding into high-value markets, and optimizing operations, the business offers an attractive growth opportunity for buyers or partners ready to unlock its potential.

Increased scale will lead to operational efficiency, presenting opportunities to capitalise on economies of scale and improve supplier agreements. Depending on the acquisition model, should the buyer assume control of the business's operational aspects, upon fulfilment of the business plan they would likely enjoy the benefits of V2O's immediate scalability. This would be achieved through the dilution of fixed costs without impacting the touchless, automated nature of the business. Additionally, cost reduction would be achieved through scale, via bulk purchasing of frames and lenses, direct supplier relationships and improved terms with optician partners.

9. Financial Information

P&L

	2022	2023	2024
Gross Sales	£1,725	£36,561	£56,648
Net Sales	£372	£30,176	£49,289
Qty	15	275	326
ROAS	1.4	1.7	3.7
Lenses & Manufacture	-£57	-£22,059	-£26,632
Logistics	-£29	-£151	-£1,526
Management	£0	-£368	-£159
Finance	£0	-£433	-£243
Total Op Costs	-£86	-£23,011	-£28,560
Profit Before Marketing	£286	£7,165	£20,728
Ad Spend	-£665	-£5,489	-£3,365
Retainers / Subs	-£175	-£19,268	-£12,667
Net Profit	-£555	-£17,591	£4,696
Net Profit %	-32.15%	-48.11%	8.29%

Balance Sheet (31 December 2024)

Category	Amount (£)	Notes
ASSETS		
Current Assets		
- Cash	84	Negligible - snapshot
Inventory and Marketing Assets		
- Remaining Inventory (Design & Stock)	£31,421.74	(Estimated snapshot)
- Marketing Materials (Brochures, POS, etc.)	£5,202.11	(Estimated snapshot)
Fixed Assets		
- Equipment, Furniture, etc.	0	N/A
Total Assets	£36,707.85	
LIABILITIES		
Current Liabilities		
- Short-Term Loan	1,000	Credit Card - snapshot
- Accounts Payable	0	N/A
- Tax Payable	0	N/A
Long-Term Liabilities		
- Business Loans/Other Debts	0	N/A
Total Liabilities	£1,000	
EQUITY		
- Investment	57,982.79	Director funded
- Retained Earnings (Profits)	-£22,274.94	(balancing value)
Total Equity	£35,707.85	
Total Liabilities + Equity	£36,707.85	

10. Rationale for sale & options for acquisition

Rationale for Sale

Due to the effort and maThe founder is seeking to sell due to the inability to allocate the necessary time, resources, and capital to scale the business. Balancing a demanding corporate career and family life has led to the decision to transition V2O to a buyer with the capacity to take the business to its full potential. The owner is looking to sell to a buyer that can effectively stabilise and quickly scale marketing. Further, integration into a larger enterprise or portfolio would likely unlock efficiencies and drive profitability more rapidly.

Example Acquisition Models

V2O Sports is available for acquisition under a variety of flexible sale models, tailored to the right buyer's needs and expertise. Options include:

Outright Purchase for full operating model:

- Full acquisition of the business, including all assets, operations, and inventory.
- Full control of the brand, operations and supplier relationship.

Drop-Shipping enabled front-end acquisition:

- Purchase of the marketing and e-commerce side of the business, **excluding all operational responsibilities, e.g. fulfillment and customer service.**
- Full control of the brand and its direction, including new product development and supplier relationships for new product models. Would require agreement over stocking and marketing existing frames for a period.
- This model includes the Shopify store, marketing assets, and operational agreements for fulfillment, enabling an extremely

low-risk, highly scalable e-commerce business straight out of the box.

Performance-Based Transition:

- Upfront business value combined with operational fees tied to revenue milestones over a defined period (12–24 months).

V2O Sports is open to discussing other models that align with the buyer's goals, prioritizing flexibility and a quick sale to the right buyer profile.

The sale is timed to align with the peak spring sports season, where March to May historically drives the highest customer engagement. A quick sale allows the buyer to capitalize on this period, optimizing marketing and stock management for maximum returns.

Business elements for potential consideration and inclusion

1. E-Commerce and Marketing Assets

- Fully operational Shopify store optimized for conversions.
- Associated integrations (e.g., Mailchimp, analytics platforms).
- GS1 number bank (barcode subscription).
- Extensive marketing assets, including:
- Thousands of UGC (user-generated content) photos and videos.
- Professional product photography and videos.
- Proven campaign data for Meta (Facebook/Instagram) and Google Ads, ready for immediate scaling.

2. Operational Agreement in the case of a front-end only

- Fulfillment, customer service, and refunds are outsourced to the operational side of the business.
- Buyer pays a fixed fulfillment cost per unit, providing clear visibility over costs and predictable profits.

APPENDICES

- A. Products and Services
- B. Operating Model

A. Products and Services

Product Line Overview

All V2O's frames are:

- **Designed for athletes** with a unisex 'team-wear' aesthetic
- Made from **TR90** material with **premium rubberised** finish
- Have **prescription lenses** included as standard, with single-vision option 'priced-in'
- Are certificated to **CE / UKCA** standards: BS EN ISO 12870 and 'Drop Ball' test compliant

All V2O frames come in premium packaging for a gift-worthy unboxing experience. The case is designed to withstand the shakes and knocks of the kit bag - ideal for specialist sports-specs.

Unique Selling Points

Our frames are designed with athletes' needs in mind, and have been tested and endorsed by athletes, to ensure quality and reliability.

Why Customers Choose Our Eyewear for Sport:

- V2O Sports specializes in premium prescription sports eyewear, designed for athletes across various sports. V2O takes a

prescription-first approach: all eyewear designed with athletes' vision in mind.

- Provides prescription sport-specific frame and lens options unavailable with any other leading brand at an accessible price point.
- V2O are perceived as a highly disruptive, independent British challenger brand focused on innovation.
- V2O uses Reviews.io to collect customer reviews and has been delighted with their 5-star positivity.

What Sets Us Apart: V2O Most Disruptive Innovations

- Prescription wraparound glasses - a style not available from high street or mainstream retailers.
- An economic solution to full-shield prescription cycling glasses with Vigor - no more nasty inserts - rivaled only by Oakley's laser-etched prescription full shield option, which is prohibitively expensive.
- Innovative frames, including the vented anti-fog design for Fortis.
- Lightweight, stylish, and durable frames tailored for performance sports.
- Prescription lens compatibility across multiple sports applications.
- Fully automated, scalable e-commerce platform for lower administrative overhead.

V2O Sports' Frame Models, Units Sold (FY22-24) & Base Pricing

Frame Model	Units Sold*	Base price
Vigor & Vigor +	240	£199-219
Prima	140	£99
Rapide	104	£134
Fortis	43	£99
Aether	46	£89
Other	12	N/A

B. Operating Model Overview

Touchless 'drop-ship' style front-end operation enabled by a stock-holding uk based optician.

Organisational structure:

- Limited company in the UK
- Operating in informal partnership with a registered optician

People:

Solo-preneur operating the business - creating a touchless operation that enables focus on customer service, supplier management and marketing strategy

Key relationships include:

- Fulfilment optician - partnership with Spektakle Solutions - an aware winning opticians based in buckingham, uk
- Meta marketing manager, managed on an ad-hoc basis by a current meta marketing employee
- Accountant - Awais Hanif - filing company reports and accounts on companies house
- Ad-hoc technical support from ex-google technician
- Graphic design and video from a designer based in the Ukraine
- Arrow Misses glasses company based in China - co-design and development / engineering of proprietary frames
- Navy at Jonemoo creative marketing agency for photo-shoots and videos
- Other frame, packaging and POS suppliers via the alibaba portal / platform
- High quality Lens suppliers
- Retail partnerships with cycling shops and opticians in 7 UK cities.

Processes:

- Marketing via google ads and meta (Facebook and Instagram), as well as an affiliate programme (very low utilisation) with influencers and a small-in store network (6 stores) with POS and display stock
- Optician receives prescription automatically as an order is placed via the website (www.v2osports.com)
- Frames are stored in a storage unit next to the optician in buckingham. Stock is tracked and managed on a regular basis. Supplier relationships are maintained via direct communication and the alibaba platform.
- Orders are fulfilled by award-winning opticians using premium lens suppliers - orders the lenses, manufactures and glazes them in-house, before shipping. Shopify-powered platform with lensadvisor app plug-in with automated order processing via DPD integration.
- DPD account enables shipping labels to be created automatically via the shopify platform.
- Customer services handled directly by business owner via email and whatsapp - with AI chatbot capabilities tested and available.

Digital Technology

- Shopify platform integrated with DPD for automated fulfillment.
- LensAdvisor 'plug-in' application to capture customer prescriptions
- Mailchimp for customer contact automation

Thank you for your consideration. Please get in touch to register interest. Further information can be shared on request.

Yours, team V2O Sports

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