

OSCAR~WYLEE

Joint Venture Partnership

Australia

New Zealand

Canada

2025



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Intro

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Oscar Wylee is a family owned Australian Optical company that has grown from humble beginnings in 2012, into an international organisation with over 130 stores and 1000 team members across Australia, New Zealand, and Canada.

We are proud of the handcrafted products that we offer to customers at our stores every day.

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Our brand is modern, fresh, fashion focused and dynamic with a solid clinical presence. We pride ourselves on our partnership with our Joint Venture Partners, our team, our suppliers, and our customers.

Through these relationships we have been able to build the foundation for trust, clinical excellence, customer service and team engagement. As we continue to grow, we are excited to continue our Joint Venture Partnership for experienced optometrists and optical dispensers.

We are committed to supporting our Partners with a clear strategy, streamlined processes, open feedback policy and excellent support. We make it easy for you to do what you do best: looking after your customers.

We want your customers to have the best clinical and in-store experience. We want your team to love coming to work and for you to give back to your community. We welcome you to visit our locations and join us in our mission to improve the quality of eyewear for all Australians.

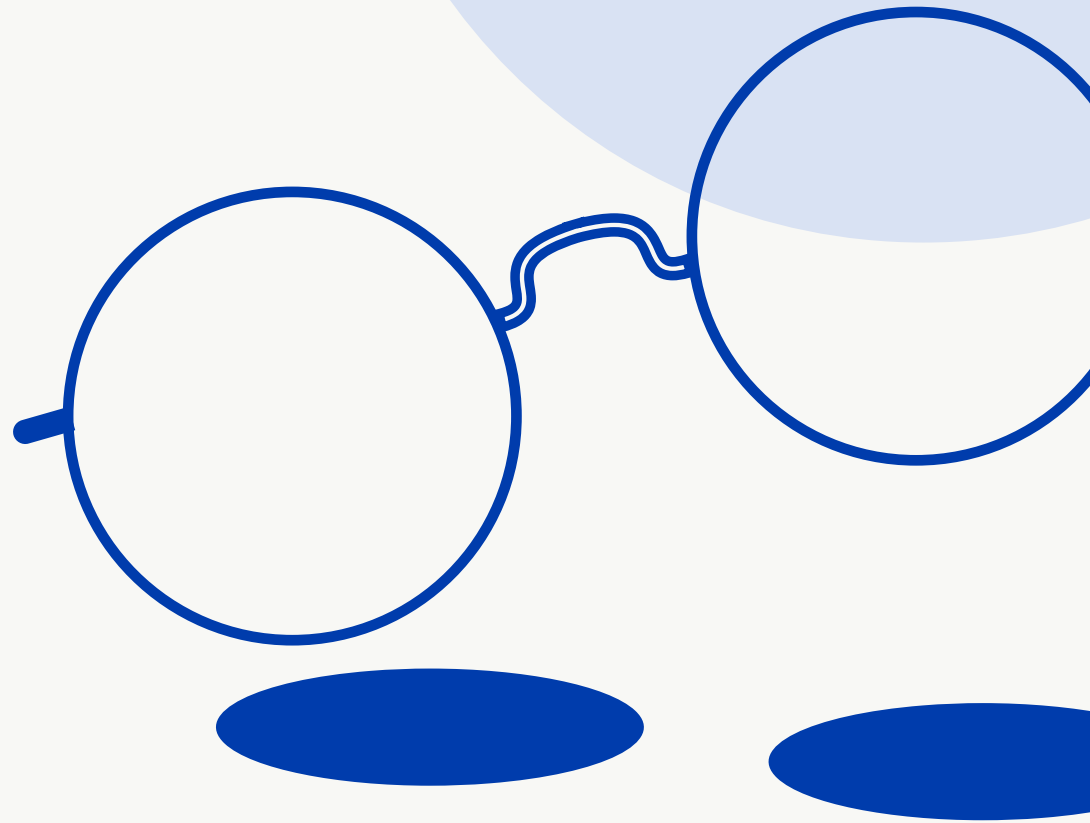


Mission Statement

1. We are proud to be an Australian family run company.
2. We admire stability and growth over a long time horizon.
3. We believe that passion, drive and positive thinking are core values integral to a successful partnership.
4. We are a team and will continue to work tirelessly for our partners.
5. We believe in shared success.

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Why join OW?

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Booming Optical Market

In 2018, the Australian prescription optical market generated well over \$2.3 billion of revenue. The industry is three times larger than it was 10 years ago.

Unique Brand and Value Proposition

Oscar Wylee offers a unique product through its own brand of optical frames and sunglasses. We have invested millions of dollars into our brand equity and reputation.

Fast Paced Growth

Oscar Wylee has developed a global presence that continues to grow. Each new store continues to flourish every day as customers return for the quality of our products and amazing customer service.

Training and Support

We bring world class training tools to the table and a tireless support team to meet every store need.

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Products

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Optical Frames

Our acetate frames are individually cut from premium sheets of high quality acetate. Lightweight titanium and stainless steel frames are constantly refined to hold our lenses in place. Our ultem frames are super light and flexible.



Sunglasses

Our sunglasses range are approved Category 2 and Category 3 protective lenses that reduce glare and block intense reflective lights. Prescription sunglasses are available in 7 different lens colours. Polarised and photochromic lenses optional.



Lenses

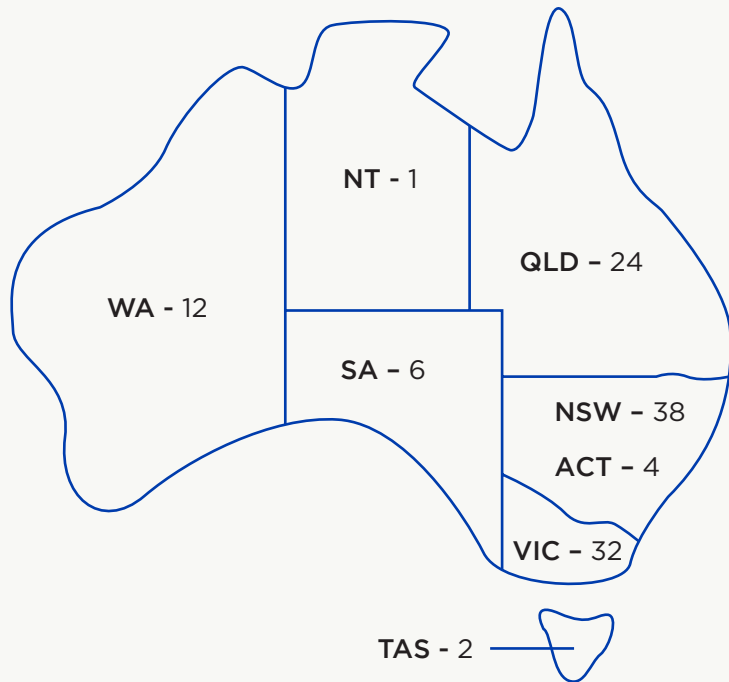
We take care to source thin, light and scratch- resistant lenses to pair with our frames. They come with options to add on anti-reflective hydrophobic coatings, high index, transition, blue light filter and multifocal options.

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Our Locations

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Australia

Over 110+ stores nationwide, across NSW, VIC, QLD, WA, SA, ACT, TAS, and NT



NZ - 9

New Zealand

With 9 stores and growing, including Albany, Lynn Mall, Northlands, and more.



CA - 14

Canada

Growing stores in Alberta, Nova Scotia, and more.

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Warringah Mall, Sydney NSW



Parramatta, Sydney NSW



Doncaster, Melbourne VIC



Booragoon Garden City, Perth WA



The Galleries, Sydney NSW



Lucy Y.
Retail Partner Burwood,
Sydney NSW

Ongoing Training & Support

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We provide a range of ongoing support and training to ensure the continued success of our Joint Venture Partnerships.

This includes:

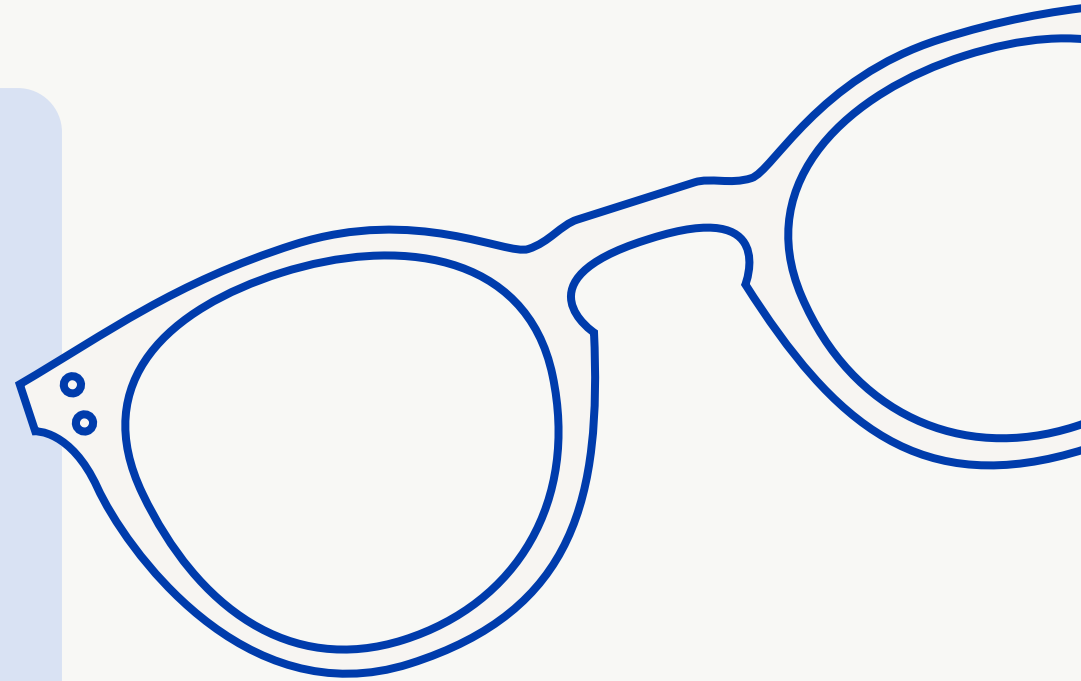
- A briefing of the overall business operations to ensure Joint Venture Partners are comfortable with the way the store operates
- Marketing initiatives on a local, state and national level
- Retail lease consultation, negotiation and legal support
- IT support and a dedicated system admin support team
- Ongoing training on optical equipment and eye health
- Modules on product knowledge and product range
- Detailed profit and loss



The Benefits

OW

1. You will invest your capital directly into your own store.
2. You will be involved in the day-to-day management of your business at an attractive annual salary.
3. Oscar Wylee can provide a loan that will cover up to 90% of the store investment.
4. Each store will come equipped with modern Topcon medical equipment and state of the art custom information technology systems.
5. Work alongside a vibrant and diligent team who are committed towards your entrepreneurial goals.



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How To Apply

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1

Expression of Interest

Indicate your interest for this opportunity and fill out our online enquiry form [here](#). A member of our partnership team will get back to you within 2 business days.

2

Screening

We will schedule a confidential video meeting to go through the Oscar Wylee Joint Venture Partnership Model and answer any questions you might have.

3

Application

This is the formal process where you decide if you would like to have more information and complete the steps to become a Partner. We will discuss store locations and work through the process and timeline.

4

Approval Process

You will complete a final stage assessment and once approved by the board we will provide detailed financials, valuations and loan information to you.

5

Legal Review

We will gather some personal information from you and your documents will be prepared. You will have time to seek independent advice and review your documents before signing.

6

Final Approvals

All documents are signed and commencement date agreed.

Contact

Email: jvp@oscarwylee.com

For your privacy, all discussions and personal information will be kept confidential. Any consultations pertaining to the Joint Venture Program are to assist your understanding about the partnership and to ensure that you are making an informed decision.

Services listed in this pamphlet may involve taking on advice regarding financial matters. Please note that Oscar Wylee does not give any business, financial or legal advice. Prior to entering any agreement with Oscar Wylee, potential partners should obtain independent advice regarding all matters, as suggested in the Australian Franchise Code of Conduct.