

CHARMANT

Press Release

January 2021

New Business Partner for CHARMANT - Strengthening Global Sales Network

CHARMANT Europe has announced further positive changes in its sales network as it continues to strengthen and grow its European presence.

With immediate effect **FRANDS JENSEN A/S** has been appointed as Commercial Sales Agent for Denmark, the Faroe Islands, Iceland and Greenland.

FRANDS JENSEN A/S, under the management of Jesper Jensen and Danny Meyer, brings extensive experience of national and international business coupled with over 25 years within the eyewear industry. The role of Commercial Sales Agent will encompass all commercial operational matters under their remit.

Mr. Jensen & Mr. Meyer say:

"We are really looking forward to our commercial cooperation. The CHARMANT Group stands for excellent product quality, sustainable design and trusted partnerships worldwide. We feel that all of these characteristics are more important than ever in our currently challenging times. For our region, we will strengthen business relationships with our national customers and intend to make an important contribution to the future success of both companies."

Mr. Chris Beal, Executive Vice President of CHARMANT Europe says:

'We are delighted to welcome such a strong business partner as FRANDS JENSEN A/S to the CHARMANT family. Their experience and drive will be a key element to continuing our expansion within the Nordic region. It also gives us great pleasure to announce an enhanced presence in these markets and demonstrates our commitment to our service and customer support for opticians in Denmark, the Faroe Islands, Iceland and Greenland.'

About CHARMANT

For over sixty years, CHARMANT Group has been renowned worldwide for its pioneering work in the research and development of new technologies in the optical industry. By striving for perfection and for uncompromising high product quality, the Japanese company has developed into one of the most important producers and providers in the highly competitive international ophthalmic optics market. With its goal to unreservedly fulfil the wishes and demands of its customers, CHARMANT can always be depended on for the highest quality awareness and outstanding service. This engagement and this passion are clearly seen in CHARMANT Group house brands as well as licensed brands. Thanks to its expertise in the production of high-quality spectacle frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.

CHARMANT Benenord

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About FRANDS JENSEN A/S

Since the nineties, FRANDS JENSEN A/S has developed on-trend eyewear with PREGO, designed for the young and spirited. Commitment to quality materials and clever detailing has always been the heart of the PREGO story.

As of January 2021, Frands Jensen A/S is the Commercial Sales Agent of CHARMANT and represent Charmant for the following brands and collections (optical and sun): Ad Lib, Aristar, Charmant, Charmant by Caroline Abram, Line Art, Elle and Esprit.

Visit www.PREGO.dk for more information. The company owners are Jesper Jensen and Danny Meyer.

FRANDS JENSEN A/S

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