

CHARMANT

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Global eyewear company CHARMANT Group appoints new President and CEO

CHARMANT Inc., March 26, 2020 — Following the most recent shareholder and board meetings CHARMANT Group announces the appointment of Mr. Masakiyo HONJO as President and Chief Executive Officer of CHARMANT Inc., effective March 26, 2020.

Mr. Honjo started his career at CHARMANT's Japanese factory in Sabae over 30 years ago and has since then undertaken several key leadership positions in CHARMANT locations in Europe, North America and Asia. As well as overseeing global product development and planning since 2002, he was Chief Operating Officer of the International Division before becoming President & CEO of CHARMANT's U.S. subsidiary in 2018. Honjo's significant international expertise and multi-disciplinary experience, from manufacturing, development and innovation to sales and marketing, will serve him and CHARMANT Group well in his new role.

"It's an extraordinary and exciting moment for me to be able to lead CHARMANT Group - one of the world's preeminent manufacturers of top quality, superior comfort eyewear. I am proud to work with my passionate CHARMANT colleagues whose unfailing innovation and drive to deliver consistently high-quality eyewear and medical devices is a remarkable achievement," said Mr. Honjo.

From its very first moment, CHARMANT has resolutely pursued cutting-edge technology, innovation and creativity. This path has led the company to make products that are the ultimate expression of comfort. The new appointee confirms that, "CHARMANT will continue to advance our efforts and take on new challenges, and through our products, will contribute to the wellbeing of society and the sustainability of the environment."

While taking time to announce this positive news, CHARMANT is also mindful of the serious pandemic affecting thousands of people around the globe. "I am truly hopeful that the spread of this infection ceases quickly, and I would like to take this opportunity to send out my good wishes for the health and safety of all of our customers, employees, their families and loved ones all over the world," said Mr. Honjo.

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CHARMANT Group:

For over 60 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 uncompromising high product quality, the Japanese company has developed into one of the most important producers and suppliers 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 upon for premium quality awareness and outstanding service. This engagement and passion are clearly perceived in both CHARMANT Group house and licensed brands. Thanks to the company's expertise in the production of superior spectacle frames and its comprehensive global sales network in over 100 countries, CHARMANT Group is greatly respected as a reliable business partner.