



Rise Health Nano Optics

Symbol: CSE: EYE

Sector: Health Technology

Purpose: Raise Awareness / Open Market Buying

Rise Nano Optics is a health technology company specializing in advanced nanotechnology lens solutions designed to selectively filter high-energy visible light wavelengths. Its patented SPECTRAGUARD™ technology integrates nanomaterial innovation, ophthalmic research, and scalable optical engineering to serve both clinical and consumer eyewear markets globally.

Investor Highlights

- **Large Addressable Market:** The \$160B global eyewear market is expected to grow to \$330 billion by 2034. In USA alone, 92% of adults use some form of eyewear.
- **Breakthrough Technology:** The current UVA/UVB standard only protects wearers from the non-visible light spectrum. Rise goes further, extending protection into the 400-600nm range of high-energy visible light.
- **FDA-Registered Class1 Device:** SpectraGuard is the only FDA-registered lens treatment that filters up to 90%+ of high-energy wavelengths between 400-600nm without becoming too dark. No competitive lens technology can do this.
- **Patented Nanoparticle Technology:** Seven global patents provide strong IP protection around our nano material, its production, its application to pre-made lenses, the final lens, and provides multiple future product development pathways.
- **Clear Medical Need:** Beyond the general eyewear market, Rise technology provides a path to address the global increase in cataracts, retinopathy, macular degeneration & photophobia affecting over 1 billion people.
- **Scalable** through sales to existing 3rd party optical labs serving optometrists, established DTC eyewear businesses and through optical lab acquisitions that will accelerate revenue generation and product adoption. With limited capital investment and a few weeks of training, any optical laboratory in the world can create SpectraGuard™ treated lenses.

Erik Ritchie, CCO

Erik Ritchie is the Chief Commercial Officer of Rise Nano Optics, overseeing North American operations, sales, marketing, strategic partnerships, and channel development, supporting a phased commercialization strategy that includes lens manufacturers, optical labs and eye care provider partnerships. He brings over two decades of experience scaling global optical, consumer, health, and

technology brands. A proven commercial leader and operator, he has guided organizations through high-growth and transformational phases. He most recently served as CEO of EnChroma, where he held full P&L responsibility and led international expansion, new product development, operations, and profitability improvement across North America, Europe, and Australia. Prior to that, he served as Chief Commercial Officer of Zenni Optical, one of the world's largest DTC eyewear retailers, leading cross-functional teams spanning marketing, merchandising, eCom operations, and customer service leading to significant revenue growth. Erik also served as Director of Programs and Marketing at the Stanford Graduate School of Business where he worked with staff and faculty to deliver executive education programs for the world's leading companies.