

Business Planning Document

HIGHNOON(ABBA)

No.1 PLASTIC & METAL SPECTACLES

Company Highnoon Optical
Business Manufacture / Wholesale
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HISTORY

Since 1992



"Highnoon Optical Company"
Founded

Wholesale store opened
at Namdaemun



Participation at
IOFT 2012 **(JAPAN)**

Launch of ABBA FLEX
ABBA jewelry
TR Sunglasses



Participation at
DIOPS
(2010~2018)

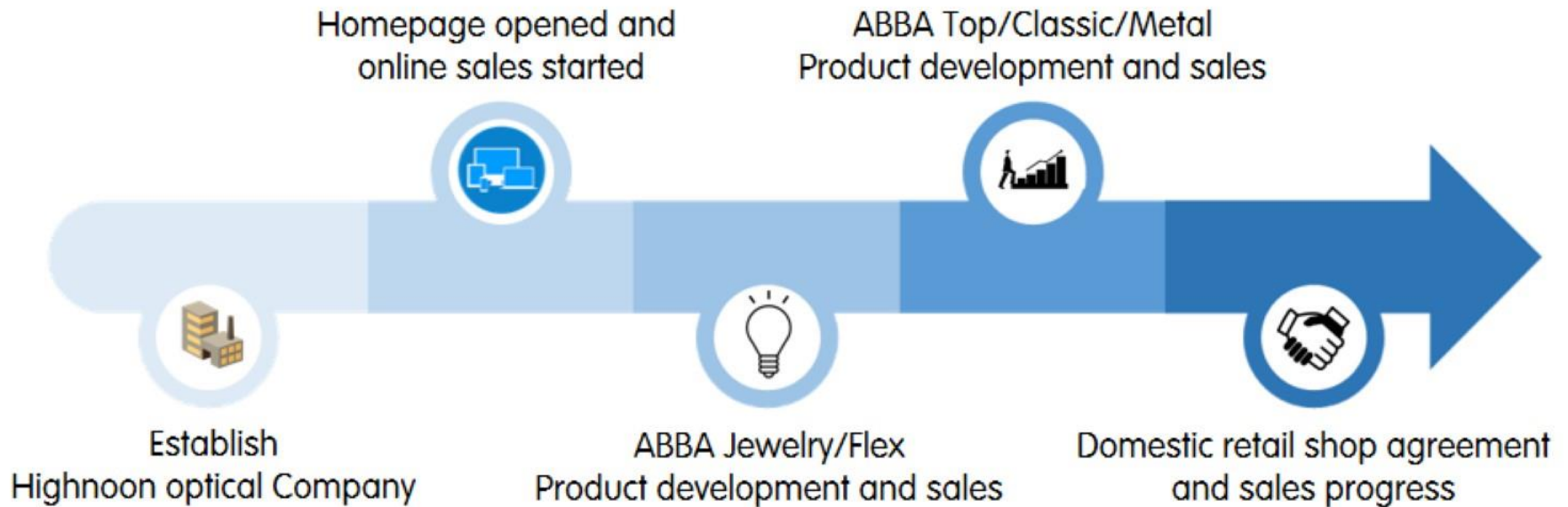


Dengher Korean Premium
Eyewear Brand shop opening
(TAIWAN)

Join the 2019 Vietnam
pop-up store
(VIETNAM)

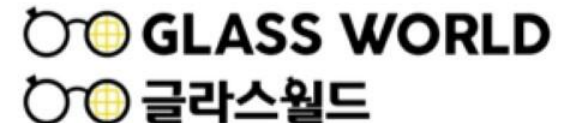
Planning an
online exhibition
of DIOPS 2020

ABBA for the third generation ABBA



Domestic cooperative enterprise

PARTNERSHIP (retail shop)



FOREIGN MARKET



Mass exports to countries around the world are underway.

COMPANY VALUE



PRODUCT

ABBA TR



This product is made by using TR in the frame

- It stands out for its durability as it is not breakable as ordinary plastic products.
- The frame can be shaped in 200 different models for all aged people from kids to the elder.
- Many different colors are available in the same shaped frame.
- The price is competitive so that it can be not only an economic glasses but also a fashion item.
- Well balanced frame helps in sale with no hassle such as fitting.

PRODUCT

ABBA FLEX



- TR is used in our product.
- Various colors and style is available. Especially the color harmony of the frame and temples is outstanding.
- TR nose pads do not let the glasses slip down.
- It is light and flexible due to the characteristics of TR.

PRODUCT

ABBA METAL/CLASSIC/TOP



- These styles, the brand new products of 2016 from ABBA, are highly rated by Korean celebrities and leading the fashion trend all over the world.
- We, Highnoon, are also consistently putting efforts on the R&D and marketing to stay in the line of trend leaders.
- Monel and Hi-nickel let it light.
- Various colors are available in frames.
- The frame structure is based on the shape of ordinary people's face line and it helps anyone can fit in just right.
- These styles are the premium products of ABBA which are "half frame", "softax style", and "plastic-metal combo style"

Domestic public relations event

We are continuing to communicate with global buyers by participating in eyeglasses exhibitions in Daegu DIOPS and exhibitions around the world.



Buyers and visitors from all over the world visited Korea's eyeglasses business and established specific measures.

Overseas promotional event

We promote new products and best models through fashion shows in Korea and abroad.



Overseas promotional event

Conference and transaction progress through remote video consultation



ABBA IS

No.1 PLASTIC & METAL SPECTACLES



'Highnoon Optical Company' is a company that manufactures and wholesales eyeglass-related products such as **frames of eyeglass and sunglasses**.



'Highnoon Optical Company' has prepared a basic framework for the optician industry based on the development and production of high quality and high productivity products.



In addition, 'Highnoon Optical Company' is developing products by improving quality, **comfort and beauty based on 20 years of know-how and superior technical skills**.



Highnoon will continue to realize high quality products, excellent design, and product A/S to enhance reliability and to generate **the highest level of customer satisfaction**.

THANK YOU