



**MPG**

The Eyewear  
Company

# A company for the eyes

MPG is an independent corporate group with its headquarters in Graz, Austria. We supply our B2B and B2C customers with our extensive and efficient network of sales systems, locations and subsidiary companies.



# Everything for the optics

We offer an extensive range of frame brands, sunglasses and sports eyewear, optical lenses and health products to opticians, sun and sports eyewear retailers as well as private and public clients.





# creating perspectives

We all want to create perspectives with our actions at every moment – for customers, partners, our team and our social environment.







# Together to success

The core of the group is based on the concept of the closed value chain – from the manufacturer to the end consumer. From design, through production up to distribution, we provide everything under one roof.

# Global trading

We design, develop and research in Austria, produce in Germany and distribute globally. Currently, we supply our products to opticians, distributors and other companies in more than 80 countries.





# Offering more to opticians

- Strong focus on the quality of the products
- Sense for current trends and market development
- Flexible solutions according to demand
- Fast logistics for optimal delivery times
- Facilitating work processes through our services e.g. grinding service
- Additional promotional offers such as MPG creative agency services







When people stop dreaming  
and believing in visions,  
they lose the sense of why  
they are in this world.

Michael Pachleitner  
Founder



# The history of MPG GmbH

Company founded by  
Ing. Erich Pachleitner & Partner

1949

Takeover by Michael Pachleitner

1984

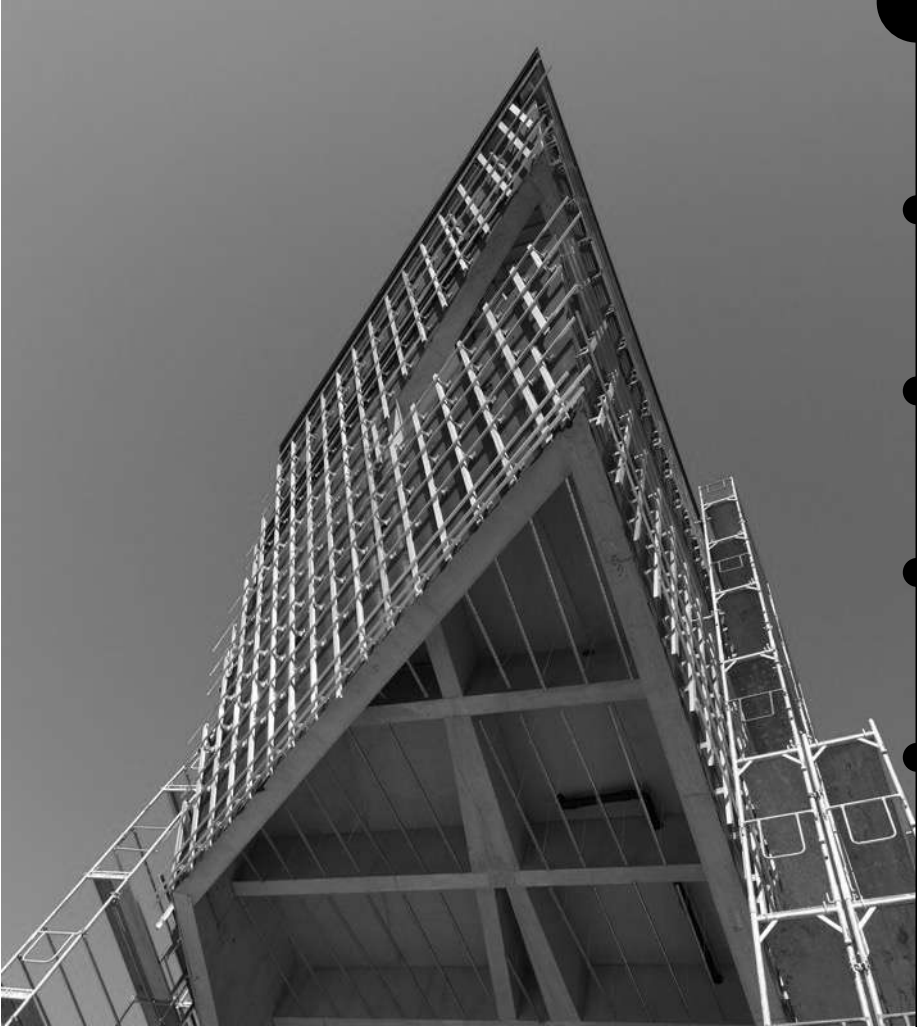
Expansion of business activities  
into the international market

1987

Purchase of the frame company Robert La Roche

1999





2001

Entry into the optical lenses industry



2004

Start of the cooperation with the French fashion label **Daniel Hechter**



2010

Opening of the **head office MP09** in Graz, Austria



2011

Start of cooperation with **Red Bull**



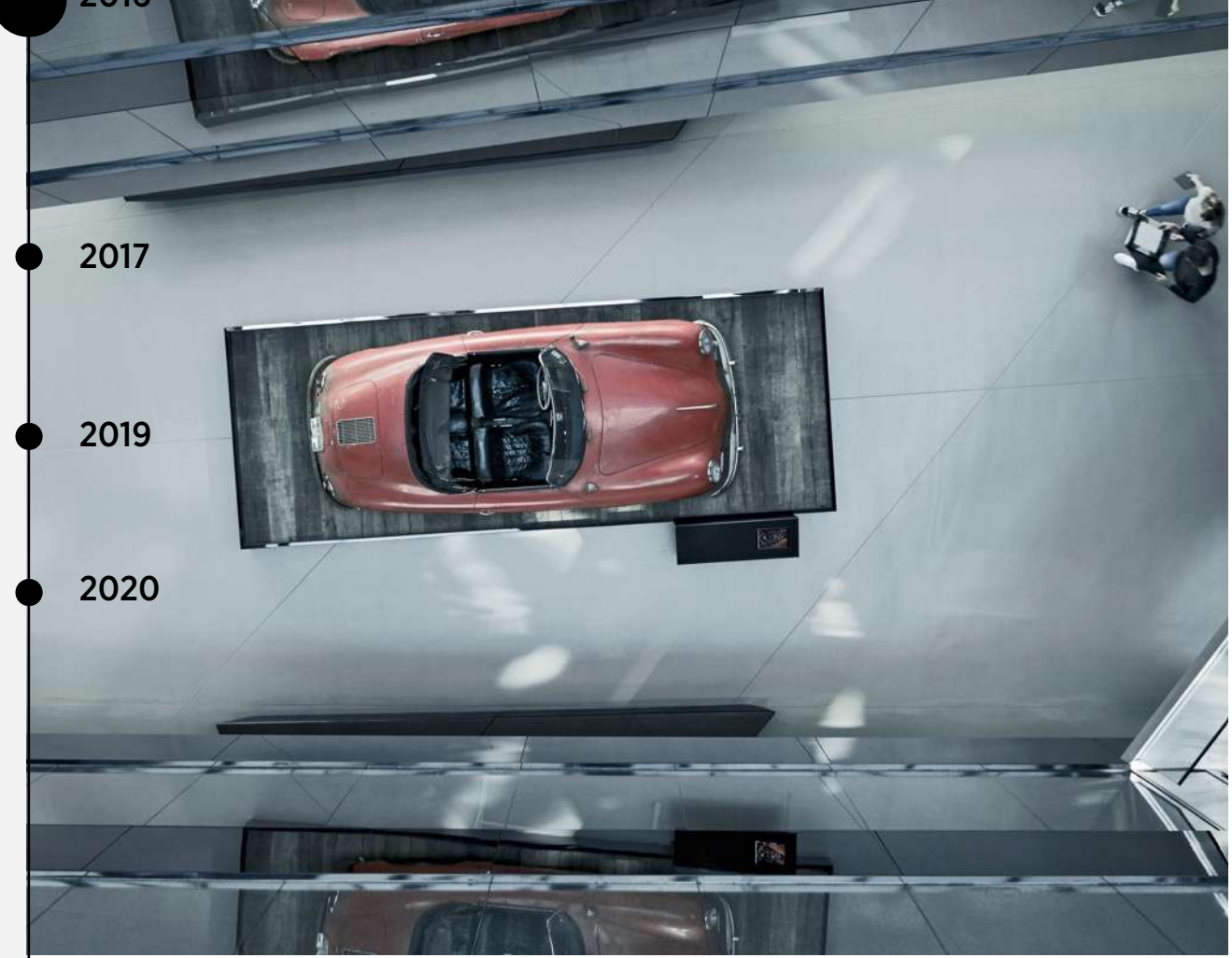
2012

Construction of the **logistics centre** in Domažlice, Czech Republic





- Launch of **MPO optical lenses brand**  
(Premium brand)
- Cooperation with **Retailer Hallmann** with more than 100 locations in Germany and Denmark
- Expansion of logistics centre** to 15,000 m<sup>2</sup> storage and logistics area (with grinding, assembly and quality service)
- Entry into the **protection eyewear business**  
(Start of cooperation with the Austrian Army)
- Introduction of product brand **MPG Healthcare**  
(protective masks, visors, antigen & PCR tests)

 2016 2017 2019 2020

**2021**

Name change of Michael Pachleitner Group GmbH with registered office in Graz, Austria to MPG GmbH with the objective of one complete brand image under **MPG - The Eyewear Company**

**Extension of the MPG Logistics Centre s.r.o.** in Domažlice, Czech Republic to 17,000 m<sup>2</sup>

Name change of Schulz Optische Fabrik GmbH in Glücksburg, Germany to **MPG Optische Werke GmbH**

**2022**

Takeover of the retailer **Eye Wish Opticiens** in the Netherlands and Belgium with 177 locations

Start of the cooperation with **Davidoff Eyewear**

**2024**

New CEO - Bernd Behrens



Merger of **Austrian Optic Technologies GmbH & MPG Optische Werke GmbH** - to combine forces

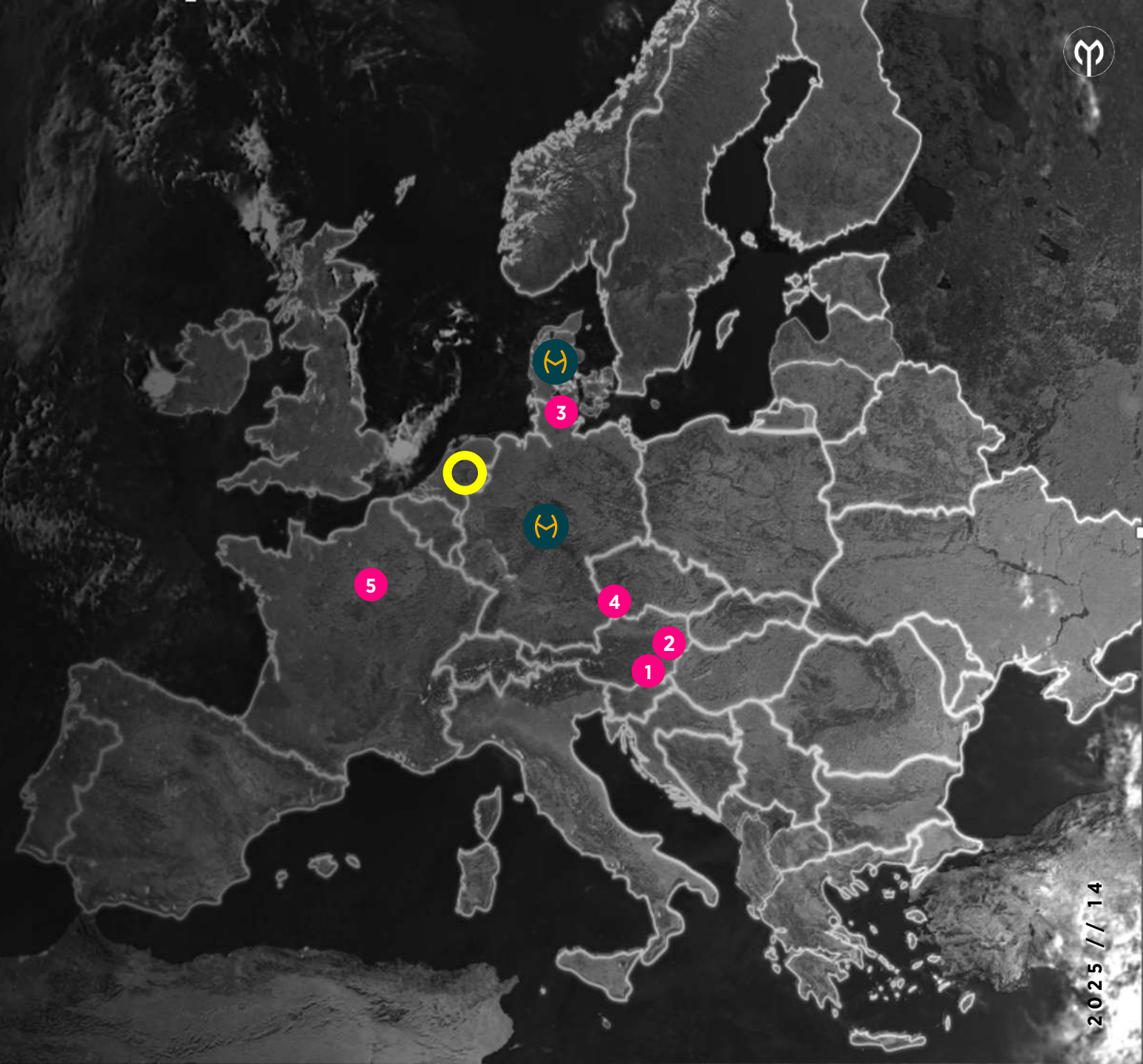


Today's  
decisions  
create the  
future of  
tomorrow.



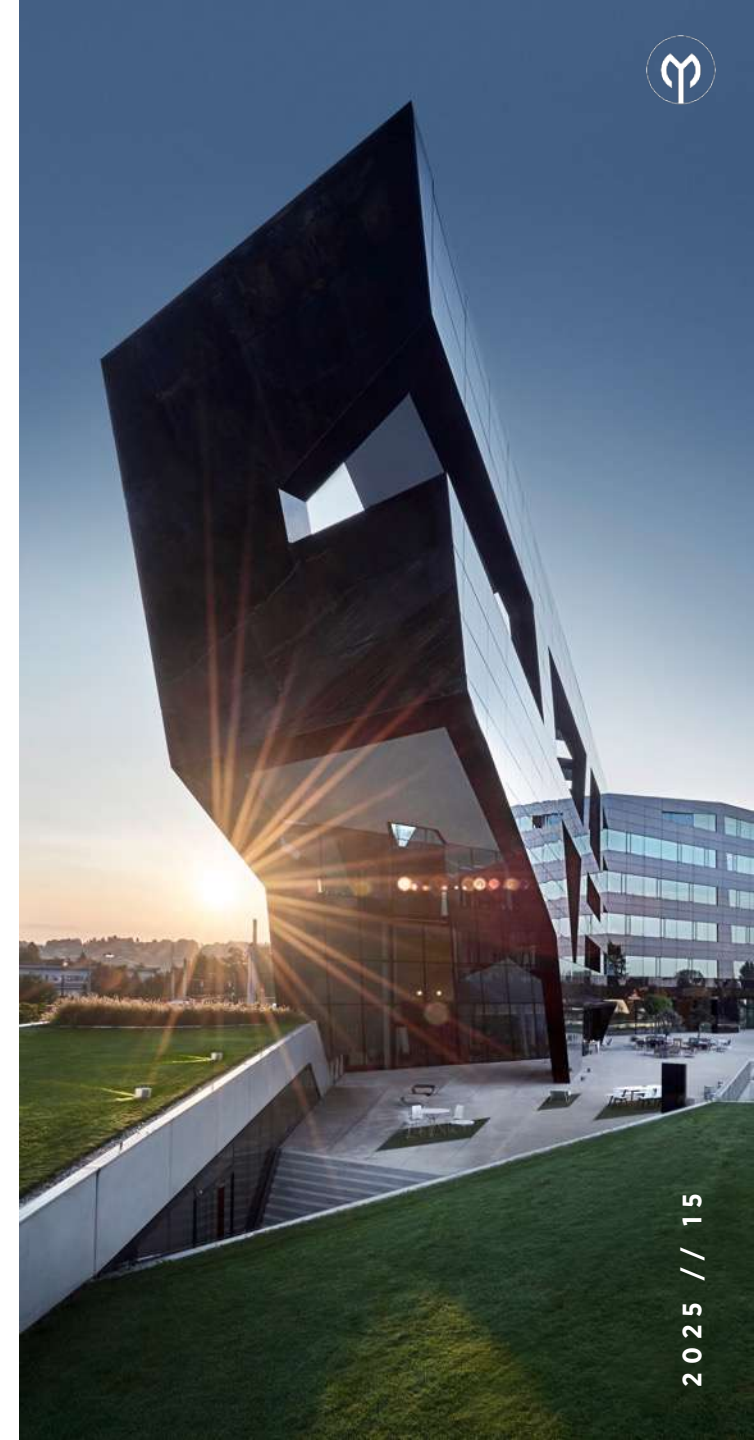
# Locations of MPG GmbH

1. MPG Headquarter  
Graz, Austria
  2. Austrian Optic Technologies Guntramsdorf –  
branch office of the MPG Optische Werke GmbH  
Guntramsdorf, Austria
  3. MPG Optische Werke GmbH  
Glücksburg, Germany
  4. MP Group Logistic Centre s.r.o.  
Domažlice, Czech Republic
  5. MPG France SARL  
Paris, France
-  Retail chain Eye Wish Opticiens  
Netherlands
-  Retail chain Hallmann  
Germany, Denmark



# Headquarter MP09

- 10,500 m<sup>2</sup> office spaces
- More than 2,000 employees, 240 of them in Graz
- Control centre of the entire corporation
- Called „Schwarzer Panther“ (Black Panther)







# Lenses production in Glücksburg

- 100 % precise craftsmanship "Made in Germany"
- Craftsmanship excellence and technological progress
- Over 75 years of experience in lenses production
- Focus on the most innovative free-form production
- Ongoing investments for the advancement of highest technology and innovation standards
- It is our goal to become CO<sub>2</sub> neutral in terms of a sustainable development

# Location Guntramsdorf

- Austrian Optic Technologies Guntramsdorf – branch office of MPG Optische Werke GmbH – near Vienna
- Market leader for optical lenses in Austria
- National and international lenses distribution
- Customer centre with consultation by experts and after-sales-service for opticians







# Logistic centre Domažlice

- 17,000 m<sup>2</sup> of storage and logistics area in the Czech Republic
- Established in accordance with highest technological standards
- A range of more than 20,000 sunglasses and optical eyewear frames in store for just-in-time deliveries
- Approx. 150 employees
- Grinding and assembly workshop
- Key area for the complete eyewear range
- Overnight deliveries in Central Europe



# Sales office in Paris

Our own sales location for frames and  
sunglasses exclusively for the French market.





more than **2,000** employees

**204,000** minutes on the phone / year

from **36** nations

**9,600,000** sent emails / year

**870** models / year

**6,000** drafts / year

up to **24,000** orders daily

**2,900** prototypes / year



# Our brands

DAVIDOFF  
EYEWEAR

HECHTER  
PARIS

 Red Bull | SPECT  
EYEWEAR

 kiotonakamura

VIENNA design

RUUD VAN DYKE  
BRUXELLES

H.I.S  
EYEWEAR

FABIANO  
AUSTRIA

ROBERT LA ROCHE

(MPO)  
BRILLEGLAS

  
HALLMANN

 eye wish  
opticiens



# Excerpts from the brand portfolio

Licensed brands



DAVIDOFF  
EYEWEAR

## Zest for life – „Made in Italy“

Davidoff Eyewear embodies the art of enjoying life to the fullest. The collection reflects the broad spectrum of joie de vivre. The models exude a certain charm and are ideal for men who enjoy every moment and appreciate long-lasting quality. The eyewear is stylish, elegant & robust thanks to exquisite craftsmanship "Made in Italy" and impresses with its classic design and a spark of sophistication that leaves a lasting impression.



# Top performance for the eyes

The premium sports eyewear by Red Bull SPECT combines the power of innovations and an expressive design, supporting the wearer in achieving maximum performance on every level. The functional sun, ski and sports eyewear impress with the latest technical features (like I°BOOST, CHROM°X or WING DTS 2.0) and are the perfect choice for style-conscious and active people. In addition, blue light filter lenses round off the versatile range.





**HECHTER**  
PARIS



## French Chic for the world

With a liaison of sporty chic and elegant nonchalance, HECHTER PARIS reflects the French attitude to life par excellence. Inspired by Parisian catwalks, the elegant men's and women's collections impress with modern colour and material combinations and bold accents. The eyewear collections are created for smart, stylish and trend-oriented people who want to look confident on every occasion and value high quality.



# Relaxed looks for every moment

H.I.S Eyewear is a master at meeting the needs of women, men and children alike, delighting everyone with its wide variety of fashionable and functional eyewear. From classic corrective frames to cool polarized sunglasses and casual children's models - H.I.S Eyewear appeals to people who are always curious, positive and open to new things. The collections offer the right glasses for every character, every taste and every occasion and sparkle with state-of-the-art materials and first-class wearing comfort at a fair price.



H.I.S  
EYEWEAR





# Excerpts from the brand portfolio

Owned brands





# Generation kioto

With a love for colour and confidence, kiotonakamura skilfully plays with contrasts and creates exciting designs that stand out from the rest. The extravagant frames delight with their playful details, which perfectly accentuate feminine facial features and emphasise the personality of their wearers. Far Eastern influences and unusual colour combinations make the glasses a fascinating eye-catcher. The models in the new “Generation kioto” campaign are as diverse as the eyewear models themselves.



RUUD VAN DYKE  
BRUXELLES

# Classic elegance made easy

A brand that fits people whose faces tell stories. People who have arrived, but still keep moving. They have demands instead of following trends. What they wear does not disguise them but suits them. Ruud van Dyke's frames are elegant and confident like them, yet with a touch of mischievousness at their heart. Made of titanium because they still take life easy. Ruud van Dyke is for people who live life with both eyes open.



# Works of art with character

The Robert La Roche brand combines authentic craftsmanship with an individual shape language. With the courage to take unconventional paths and the willingness to merge the contradictory, models with strong character who know how to inspire are created.



ROBERT LA ROCHE



# Brilliant with ease

Straightforward, relaxed and yet contemporary – this is how the frames from Vienna Design present themselves. The glasses are real all-rounders that score points with their versatility and suitability for everyday wear.

The models from Vienna Design are ideal for fashion-conscious people who value quality and contemporary designs. Thanks to their affordable price level, the frames appeal to a wide audience and are therefore also perfect as an entry-level model or second pair of glasses.



See more clearly  
with MPO





# Quality with tradition

In 2024, we celebrate 75 years of expertise in lenses production. MPO – a brand of MPG GmbH – stands for premium lenses that are perfectly tailored to individual needs. The high-quality lenses are developed by a team of experts in Austria and produced in Germany. MPO is one of the top 3\* lens suppliers in Germany and was once again honoured with the prestigious German Brand Award in the two categories ‘Corporate Brand of the Year’ and ‘Fashion’ in 2024.

\*markt intern performance review 2024/2025

(MPO) 

1949

2024

# 75 Jahre





2025 // 33



# Lenses with vision

The quality of the lenses and precise measurement are important for optimum compatibility with progressive lenses. With the highest degree of customisation, the MPO Life premium progressive lenses become a tailor-made suit for the eye and are perfectly adapted to the wearer.

MPO offers an outstanding visual experience in every situation: from lenses with blue light filters for screen work to sports lenses specially developed for dynamic movements and lenses for safe and glare-free driving at night.

Whoever has the best optical lenses, enjoys the trust of customers. And therefore has visible advantages as well.



# Eyewear Concepts

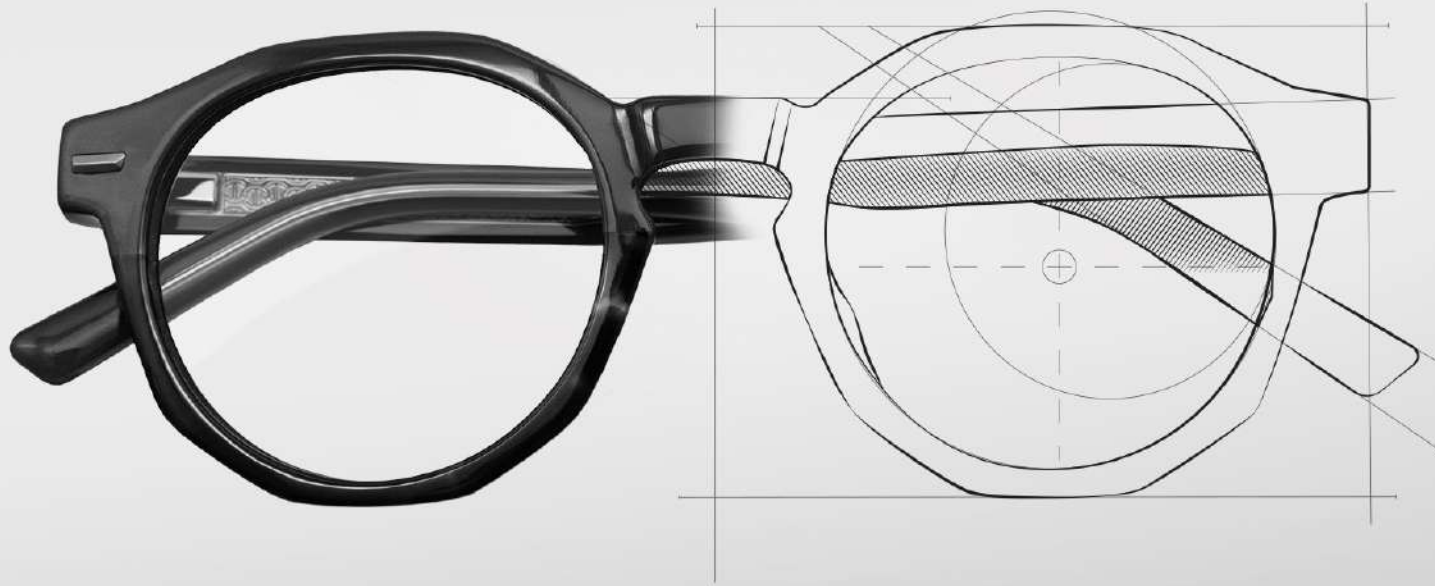
We enable companies outside the optician sector to generate attractive additional income from the sale of glasses and accessories by offering comprehensive **360-degree support** and complete process handling.



# Everything for glasses

- Reading glasses & Sunglasses
- Private label
- Accessories
- POS solutions





# Private label

For customers who want their own eyewear line

Our extensive range includes a large selection of models, colours, prints, lenses and finishes and offers you endless possibilities for customisation so that you get exactly the glasses you have in mind. From sporty to classic to unusual designs - you are guaranteed to find the style that will appeal to your target group in our portfolio.





HALLMANN



# Full of passion for optics, acoustics & life

For over 25 years, Optik Hallmann has been a reliable partner for first-class visual and hearing experiences. With around 100 locations in Germany and Denmark, Hallmann offers a comprehensive range of branded frames, quality lenses made in Germany and state-of-the-art hearing solutions - including personalised advice from experienced opticians and hearing aid acousticians.

The focus is always on enabling customers to noticeably improve their quality of life with customised vision and hearing solutions.



# Data & facts

- 98 optical stores (86 in Germany, 12 in Denmark)
- 692 employees
- 145.000 frames & 20.000 sunglasses sold
- 80 % optical sales, 20 % acoustic sales
- 8 % growth rate in the year 2024







# The development of Hallmann



**1995**  
Founded as  
Apollo branch



**1998**  
Independence  
as Optik Hallmann



**2000**  
Beginning  
of expansion



**2009**  
First branch with  
acoustics



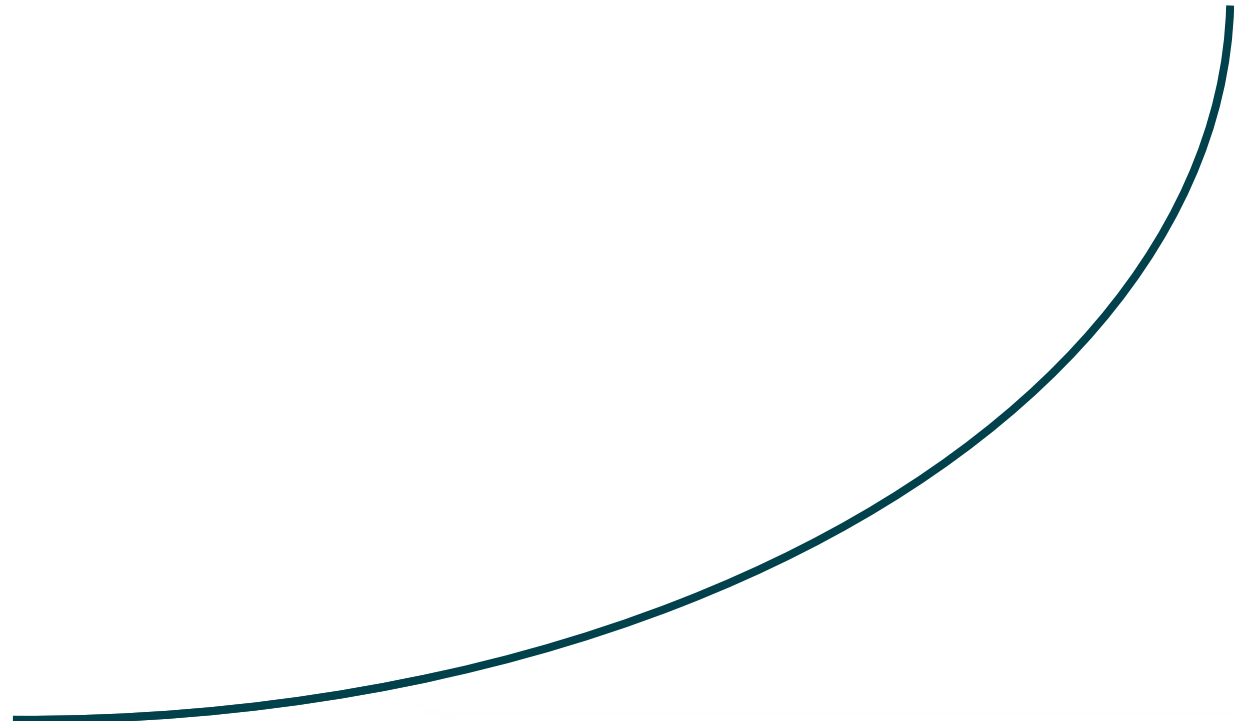
**2019**

**2020**

**2021**

**2024**

+1 +2 +1 +1 +3 +3 +4 +2 +2 +1 +1 +5 +2 +1 +6 +14 +13 +15 +17 +20 stabilization



# Focusing on the life of the customer

Hallmann attaches great importance to exceeding customer expectations. It's about being understood, receiving expert advice and experiencing a comprehensive service – from glasses to hearing aids. We see ourselves as opticians & hearing care professionals for life.

Optics and acoustics mean more than just visual aids or hearing aids – they contribute to a better quality of life and long-term health. The aim is to build a trusting relationship that makes customers want to come back. To achieve this, Hallmann focuses on fair prices, high-quality products, excellent service and a welcoming atmosphere.





# Values for a better quality of life





# Passion

Optics and acoustics are our home. Inspiring customers is our passion. We put our hearts into what we do and love what we do. Through our commitment, we offer our customers the vision and hearing solutions that truly enrich their lives.

# Diversity

We feel connected to each other, can rely on each other completely and trust each other when working together. We welcome everyone and make sure they feel valued. Similarities bring us together, diversity brings us forward. We treat each other as equals and with respect.







# Proximity

We give every consultation a personal touch because we are genuinely interested in the individual needs of our customers. This is how we create a pleasant feeling of familiarity.



# Open-minded

We look and listen. We take a genuine interest in our colleagues and customers. We do not insist on our opinions, but remain curious about new ideas.





# Competence

We are successful because training and further education is important to us. Expertise makes us effective and successful. We are specialised opticians and audiologists with heart and soul.



# The design of Hallmann

**HALLMANN**  
SEHEN · HÖREN · LEBEN

Jetzt **KOSTENLOSEN SEHTEST** buchen  
und **-50%** auf alle Brillengläser sichern!

**1. PLATZ SEHTEST**

*Fürs Leben ausgezeichnet sehen!*

**HALLMANN**  
SEHEN · HÖREN · LEBEN

**JAN LÜLLWITZ**  
Hörakustiker

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**HALLMANN**  
SEHEN · HÖREN · LEBEN

AUS GUTEN VORSÄTZEN WIRD **BESSERES HÖREN**

Jetzt gratis Hörtest-Termin vereinbaren!

**AKKU-HÖRGERÄTE AKTION**  
nur **100€** statt 899€

3 x Flensburg • Tarp • Satrup • Schleswig • Kappeln • Süderlügum  
Bredstedt • Niebüll • 2 x Husum • Eckernförde • Rendsburg • Neumünster  
Gratis Tel: 0800/412 6000 • optik-hallmann.de



# Flagship store Flensburg

Warm colours and natural materials make the Hallmann shops a place where people like to linger and feel at ease.





  
HALLMANN





# Perspective with additional value

The retailer Eye Wish in the Netherlands is positioned in the mid to upper market segment. The current branch network of almost 150 optical stores is being further expanded in order to be able to respond to customer wishes, flexible offers and services in the best possible manner. A uniform image, brand diversity and specialisation in contact lenses are key to the success of our franchise partners and our own stores.





# Eye Wish Opticiens introduces itself

At Eye Wish Opticiens, we see ourselves as the opticians of the future. Our aim is to combine the highest quality and craftsmanship with state-of-the-art technology – not just for the sake of technology, but to offer our customers the best possible service.

Our strength lies in professional advice and personal contact, because that's what sets us apart. We focus on the needs of our customers: we offer first-class advice and high-quality products at a fair price.

Instead of focussing solely on innovation, we focus on quality in every aspect of our work. We strive for outstanding market performance through continuous improvement and automated processes. Our goal is to take a leading role in the Dutch optical market in the coming.



# Data & facts

- 140 optical stores
- 480 employees
- 210,000 frames and 90,000 sunglasses sold
- 100 % optical sales, of which 20 % were contact lenses
- 80 % brand awareness







# Medium-term goals

- Become at least #2 in the market (currently #3)
- Sales of over 400,000 glasses and 800,000 lenses
- EBITDA > 25 %
- Over 250 shops
- More than € 100 million turnover
- Workforce max. 15 % of store FTE

# The design of Eye Wish Opticiens







**eye wish**  
opticiens





**MPG**

The Eyewear  
Company