

Deal Announcement

January 15th, 2014

TENZING partners advises Wood Optic Diffusion SA in a capital increase operation

Wood Optic Diffusion SA, a global reference in designing, manufacturing and distributing high-end and luxury eyepieces in noble materials, better known under its prestigious house brand "**Gold & Wood Eyepieces**", has opened its capital to outside investors in a management buy-in operation.

The company was founded by **Maurice Léonard** in 1995 who has built throughout the years a brand recognized for combining in-house developed know-how in handling precious exotic wood, genuine buffalo horn, precious stones & metals with outstanding designs.

Gold & Wood Eyepieces is distributed to a client base that covers over 40 countries throughout 5 continents and having its main market in the USA & Europe.

Gold & Wood Eyepieces is regularly nominated for the prestigious Silmo d'Or award and won the award 3 times up to now confirming its position in the exclusive segment of fashionable, innovative and high end eyepieces.

The shareholders of **Wood Optic Diffusion** decided to open the capital to external investors in order to intensify the growth perspectives of the company. **Marc Cardinael** joined the company as COO/CFO and shareholder. The company is now ready to embark on a strong development plan, strengthening its position in its core markets and pushing into specific new markets.

*"With these new human and financial means, the company confirms the strong leadership of the brand in innovation and creativity in the luxury eyewear segment and secures the continuous development of **Gold & Wood Eyepieces**"* said Maurice Léonard, CEO of **Wood Optic Diffusion**.

About TENZING partners

Tenzing partners is a European based Corporate Finance boutique offering M&A and fundraising services to SMEs and Financial Investors. Tenzing partners has – as a member of the international network Globalscope – access to corporate finance and business advisers from over 25 countries worldwide that focus on cross border transactions.

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