

# Tekcapital PLC

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## Tekcapital says portfolio company Lucyd signs San Francisco 49ers NFL cornerback as chief brand officer

Tekcapital PLC (LON:TEK) said its wholly-owned portfolio company Lucyd Ltd has signed Richard Sherman, cornerback of the San Francisco 49ers NFL team, as its chief brand officer.

The UK intellectual property investment group focused on creating marketplace value from university technology, noted that Sherman will bring a large fan following and international recognition to the Lucyd brand.

**READ:** Tekcapital portfolio company Lucyd launches affiliate and reseller programme

Lucyd operates an innovative eShop that provides advanced eyewear to enhance the visual experience. In his role as Chief Brand Officer, Sherman will not only be an ambassador for Lucyd but will also guide design and development of a new athletically inspired line of performance eyewear.

Sherman leads the NFL with 32 interceptions and has 99 pass break-ups, and is considered one of the best cornerbacks in the league, having been named to four Pro Bowl rosters and four All-Pro teams in his seven seasons in the NFL.

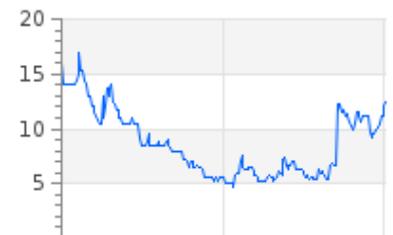
Sherman said, "Lucyd is an exciting new eyewear company. I believe they can become the go-to place for cutting-edge specs, both in style and tech. Their glasses are fun, affordable and a real upgrade to eyewear."

Harrison Gross, co-founder of Lucyd said, "We are delighted to bring on Mr Sherman as our first brand ambassador and Chief Brand Officer. We believe his involvement with the company will bring significant brand awareness, both among his personal following of over two million on social media, and across the sports fandom in general."

**Price:** 12.5p

**Market Cap:** £6.79M

### 1 Year Share Price Graph



June 2018 December 2018 June 2019

### Share Information

**Code:** TEK

**Listing:** LSE

**52 week High Low**  
17.98p 4.52p

**Sector:** Technology Hardware & Equipment

**Website:** www.tekcapital.com

### Company Synopsis:

*Tekcapital is a unique IP investment company. We acquire and commercialize technologies developed by our global university network. The technologies we bring to market evidence our ethos - were only interested in new innovations that can improve quality of life and create lasting value.*

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