



Miduo Group

To Make Chinese Contact Lenses
A Global Best-Seller

MIDUO GROUP

GROUP OVERVIEW

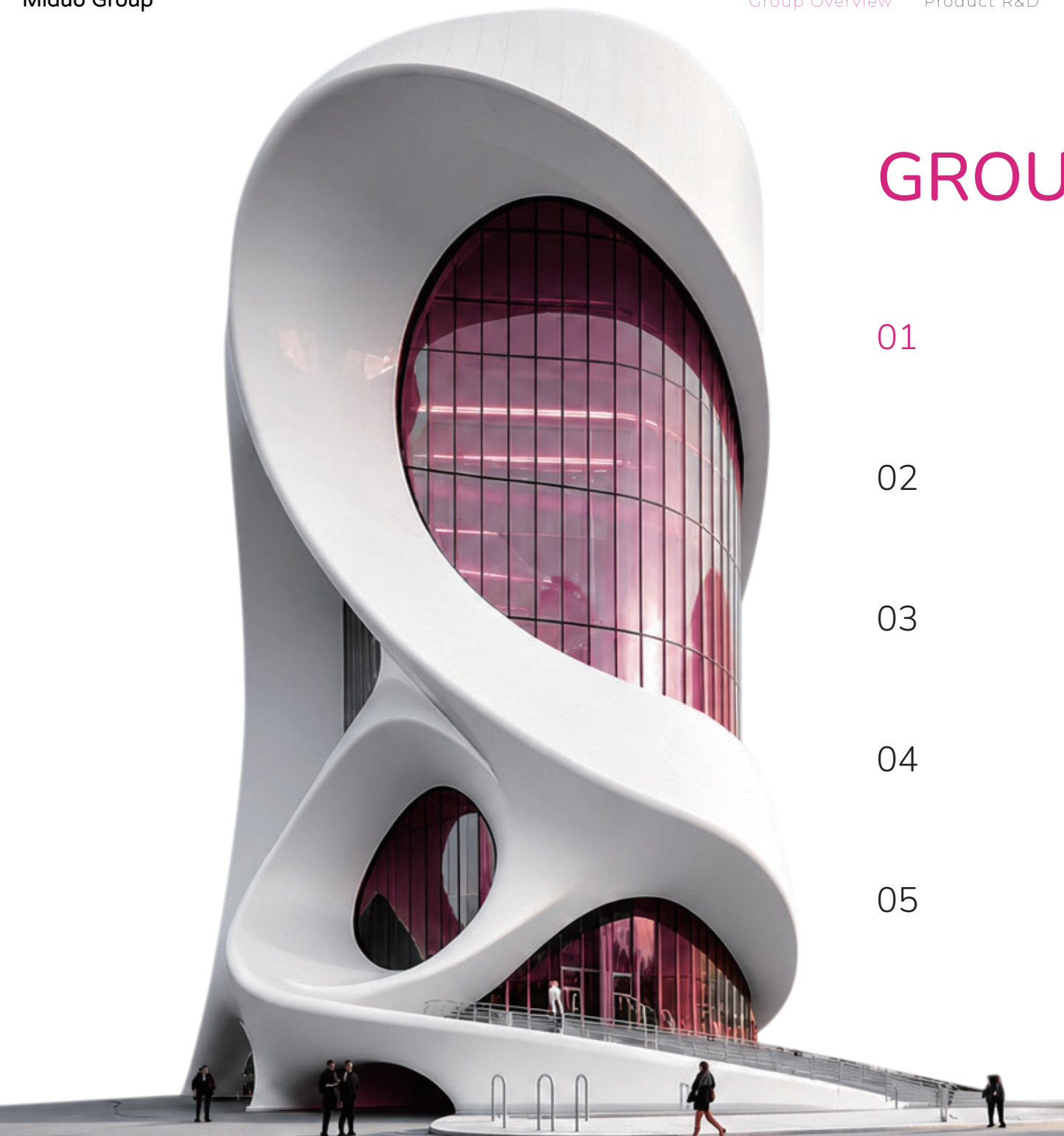
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GROUP OVERVIEW

Founded in 2017, Miduo Group is a forward-looking global enterprise specializing in colored contact lenses, clear contacts, and related eye-care products.

The Group operates modern office and warehousing facilities and actively participates in premier global exhibitions such as Cosmobeauty and Alibaba World Expo.

Our diverse brand portfolio is distributed globally through extensive e-commerce networks and social media platforms, earning strong trust and recognition from consumers worldwide.

42,000m²+

Office & Warehouse Space

600M+

Contact Lenses Sold Worldwide



OUR VISION

1000+

Team Members in Asia

25

Average Age

5 & 10+

Core Business Groups
& Global Branches

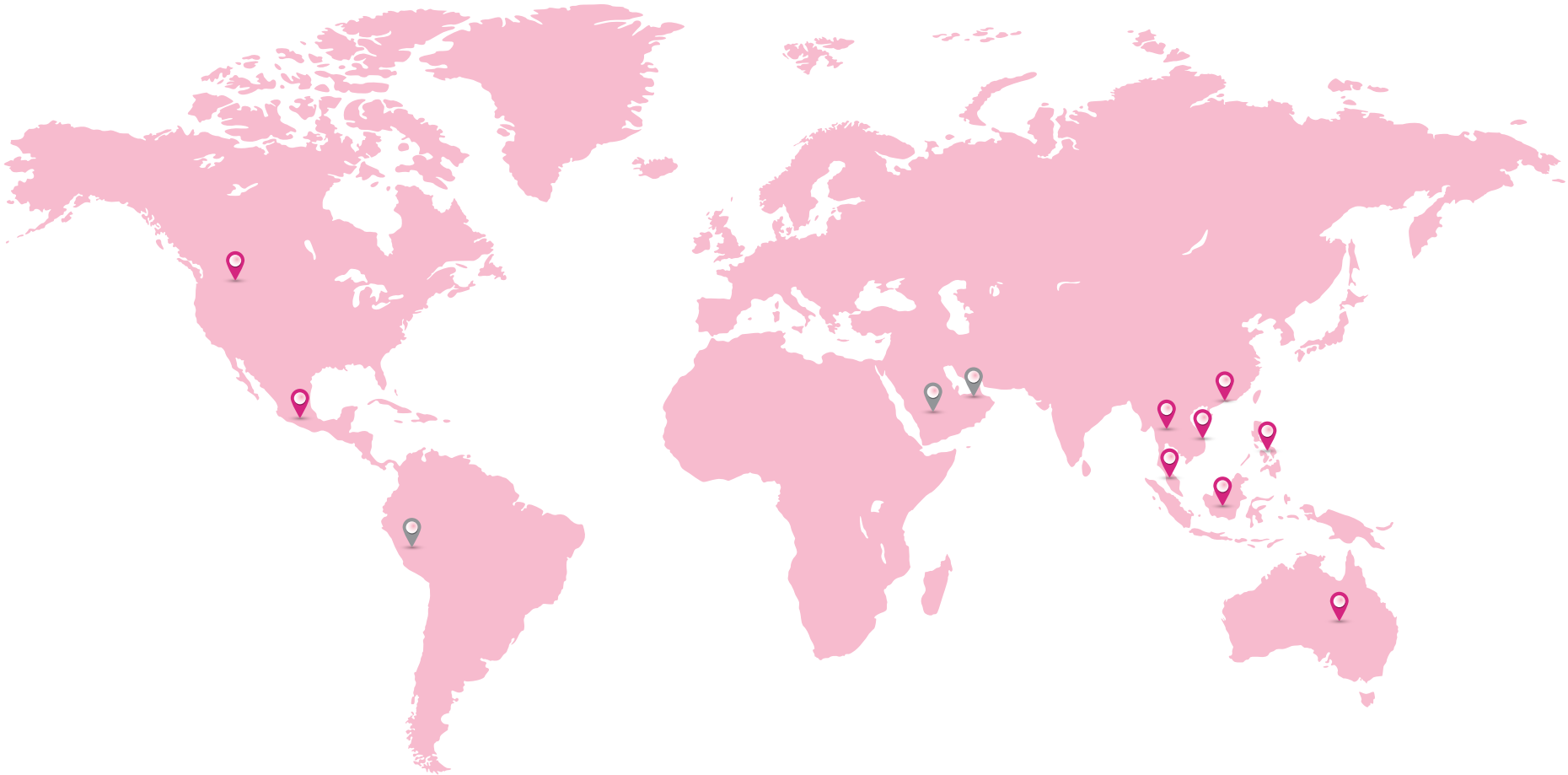
To make Chinese contact lenses a global best-seller.
And we're on our way there.



Starting from a core team of just 5, Miduo Group has rapidly scaled into an international organization of over 1,000 professionals. Drawing elite talent from renowned global enterprises, our team spans diverse fields including product design, branding, e-commerce, and global operations. With an average age of just 25, we are driven by youthful dynamism and an unwavering passion for aesthetics and innovation.

We are organized into specialized divisions: Product Design, B2B Wholesale, Global Expansion, DTC e-commerce, and Marketplace Operations—each dedicated to delivering safe, beautiful, and health-conscious contact lenses to users worldwide.

GLOBAL OVERSEAS BRANCHES



ESTABLISHED BRANCHES:

- MIDUO HONG KONG

MIDUO VIETNAM

MIDUO THAILAND

MIDUO PHILIPPINES

MIDUO MALAYSIA
- MIDUO INDONESIA

MIDUO USA

MIDUO AUSTRALIA

MIDUO MEXICO

BRANCHES IN PREPARATION :

- MIDUO EUROPE

MIDUO PERU

MIDUO DUBAI

MIDUO SAUDI ARABIA

GLOBAL EXHIBITIONS



Miduo Group actively showcases at top-tier global optical and beauty exhibitions. By engaging deeply with international industry partners, we continuously expand our global business footprint and solidify our market-leading position through product excellence.

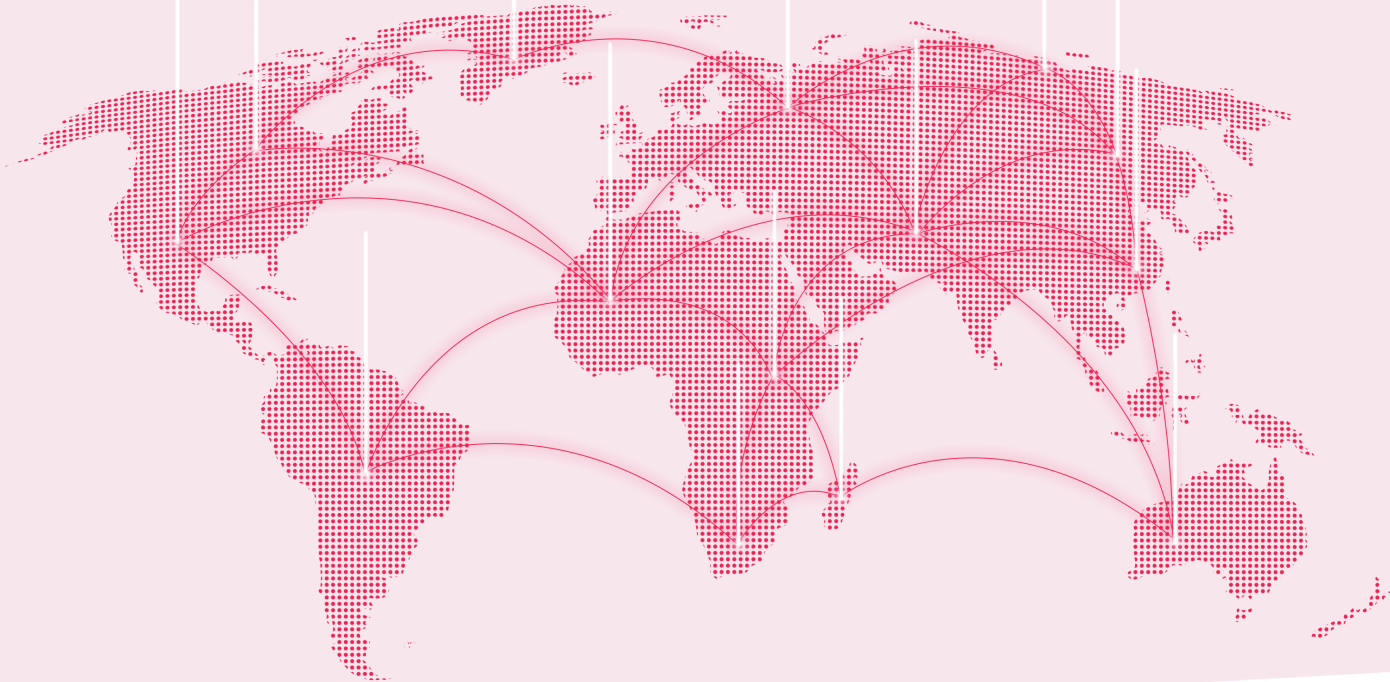
GLOBAL CERTIFICATIONS

Serving the nation

100+

Since our establishment, Miduo Group has served clients across more than 100 countries worldwide. Global safety is our absolute baseline. Supported by rigorous ISO and CE-certified manufacturing systems, we hold official medical device registrations across key international markets.

We strictly adhere to the highest global health standards, delivering uncompromising quality and pure peace of mind with every wear.



*U.S. Food & Drug Administration



*EC Attestation of conformity



*ISO 13485 Quality Management System



*Department of Health Philippine Government Agency



*Certificate for Importation of Medical Devices(Thai FDA)



*Vietnam Ministry of Health (MoH)



*Medical Device Authority Ministry of Health Malaysia



*Ministry of Health of the Republic of Indonesia (AKL)



*Australian Medical Devices Authority

GLOBAL REACH

Our brands are widely available across the world's leading e-commerce and social media platforms. Backed by a robust global distribution network, we ensure a highly accessible and seamless shopping experience for consumers worldwide.



To make Chinese contact lenses
A global best-seller.



PRODUCT R&D

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BUSINESS SCOPE

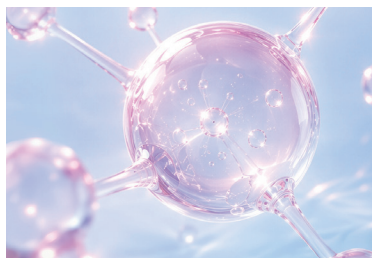
CORE R&D CAPABILITIES

Miduo group specializes in the R&D of advanced materials and core technologies for contact lenses. Backed by our global R&D team, we have built a comprehensive and secure technical system:



01

Active Ingredient Infusion: Utilizing our signature infusion process for eye-care ingredients like Vitamin B12.



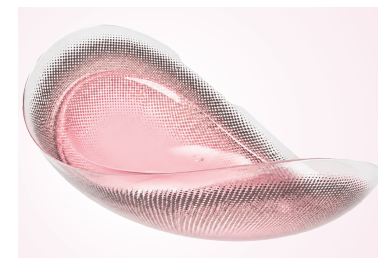
02

Material Innovation: Mastering core technologies for high-oxygen silicone hydrogels and highly hydrating non-ionic hydrogels.



03

Fluid Dynamics Design: Employing an ultra-thin, smooth edge craftsmanship to promote natural tear circulation and long-lasting moisture retention, delivering a frictionless and comfortable wearing experience.



04

Safe Manufacturing: Employing premium sandwich color encapsulation technology to uphold our absolute baseline of safety.



PREMIUM EYECARE BY PINK VITA B12

THE 4 CORE POWERS OF PINK B12

1.DEEP NOURISHMENT

Nourishes the visual nerves for enhanced stability, keeping your vision consistently clear and bright.

2.INSTANT FATIGUE RELIEF

Promotes micro-circulation to relax tired eye muscles, instantly relieving soreness and blurred vision.

4.LASTING TEAR-FILM STABILITY

Stabilizes your natural tear film to improve dry eye symptoms, offering long-lasting moisture for sensitive eyes.

3.GENTLE RESTORATION

Actively supports cell regeneration, gently repairing micro-damage caused by daily wear and environmental stress.

Infused with ophthalmic-grade Vitamin B12, this signature pink essence actively soothes dryness and eliminates screen-induced redness. It is your daily defense against eye fatigue.

THE BREATHING LENSES MEET CLOUD-SOFT MOISTURE

Specially designed for dry and sensitive eyes, ultimate comfort requires both hydration and air. Our advanced oxygen-permeable channels work flawlessly with the Pink B12 essence, creating a dynamic moisture shield. The result? Your eyes breathe effortlessly, enjoying an uncompromised, cloud-soft self-care luxury.

ON-CAMERA & SCREEN READY

From intense studio spotlights and hours of livestreaming to back-to-back screen time. Keep your gaze effortlessly clear, hydrated, and always camera-ready—never losing your spark to harsh lighting or digital fatigue.

SEAMLESS TRAVEL COMFORT

From long-haul flights to air-conditioned high-speed trains and coaches. Lock in moisture through any dry transit, ensuring your lenses remain perfectly stable, cloud-soft, and effortless to remove after a long journey.

EFFORTLESS ACTIVE WEAR

Whether it's high-intensity cardio or a focused Pilates session, experience friction-free movement and absolute active freedom.

TROPICAL HEAT RESILIENT

Seamlessly transition from sweltering tropical streets to intense indoor AC. The breathable design ensures your eyes stay fresh, cool, and perfectly hydrated, no matter the humidity.

THE NEXT-GEN SILICONE HYDROGEL



ULTIMATE BREATHABILITY (75 DK/T)

Engineered with an exceptional oxygen transmissibility of 75 Dk/t. This breakthrough high-oxygen matrix allows your eyes to breathe deeply all day, effortlessly eliminating dryness and redness to redefine the standard of "The Breathing Lens."



INVISIBLE SUN SHIELD (ANTI-UV PROTECTION)

Equipped with advanced UV-blocking technology that effectively filters out harmful UVA and UVB rays. It acts as an invisible, defensive shield to safeguard sensitive eyes from environmental light damage throughout the day.



BIOMIMETIC HYDRATION (58% WATER CONTENT / 8.60MM B.C.)

Featuring an optimized 58% water content for an instantly noticeable difference in cloud-soft comfort the moment it touches your eye. Precision-tailored with an 8.60mm base curve, it mirrors a natural second cornea to lock in intrinsic moisture.



UNCOMPROMISED ALL-DAY ENDURANCE

Breaking the wearing-time limits of traditional lenses. The synergistic effect of high oxygen permeability and optimal hydration guarantees enduring, zero-friction comfort from your morning coffee to midnight city lights.

ADVANCED NON-IONIC HYDROGEL



Flawless Purity Shield

Our advanced non-ionic material carries a neutral charge, naturally repelling protein and lipid build-up. This ensures your lenses remain immaculately clean and flawlessly clear from morning till night.



The Golden 40% Hydration Ratio

Precisely formulated with a 40% golden water content. This optimal low-water design prevents the lens from absorbing your natural tears, locking in your eye's intrinsic moisture—the ultimate savior for dry and sensitive eyes.



NVP Moisture Lock Infusion

Enriched with advanced NVP hydrophilic factors that actively attract and lock in moisture. It creates a seamless, cloud-soft cushion around the lens, ensuring a frictionless and breathable experience all day long.



Invisible UV Shield

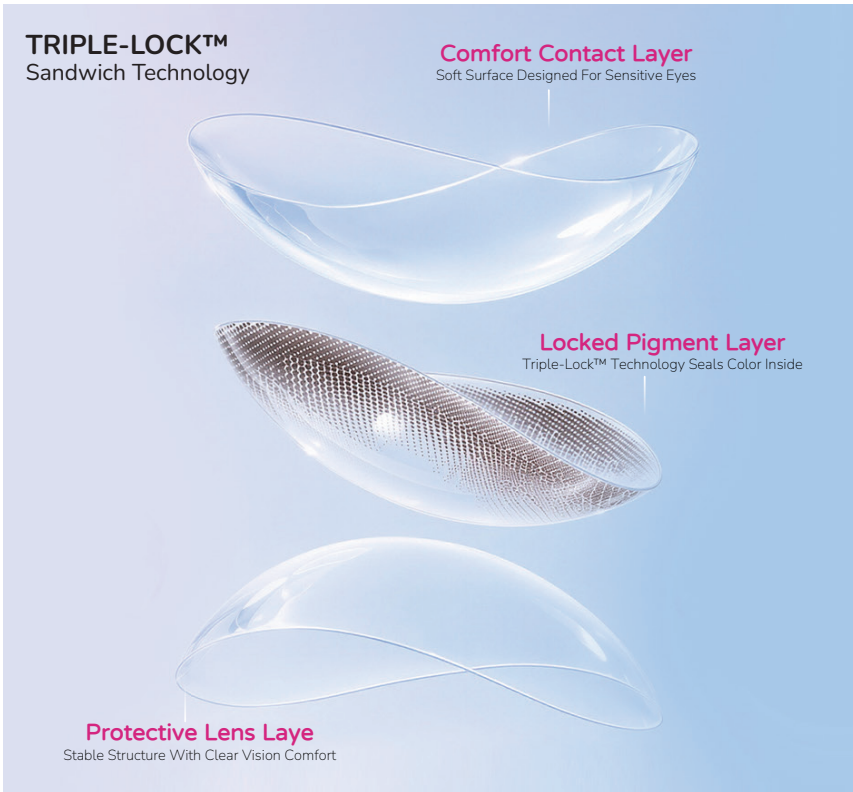
Featuring a built-in UV-blocking matrix, our lenses act as an invisible shield to effectively filter out harmful UVA and UVB rays, providing comprehensive anti-aging protection for your eyes.

ABSOLUTE SAFETY. EFFORTLESS COMFORT

TRIPLE-LOCK™ SANDWICH TECHNOLOGY

Premium Color Encapsulation Craftsmanship

We securely seal our vibrant pigments between two clear protective layers, ensuring the color never touches your eye. You get stunning aesthetics without worrying about irritation or fading. It's pure safety, making your daily wear a true self-care luxury.



DYNAMIC TEAR-CIRCULATION EDGE

Designed with an ultra-thin, smooth edge that naturally hugs the curve of your eye. With every blink, it helps fresh tears circulate, gently washing away dust while renewing moisture. This is the simple physical secret behind our frictionless, "Breathing Lens" experience.



GLOBAL AESTHETIC DESIGN

The Art and Innovation of Lens Design

We have a product R&D team composed of professional color contact lens designers. They not only possess profound industry experience but also have boundless passion and creativity for lens design. Every month, our pattern designers launch 3 to 6 brand-new series, each one unprecedented and entirely unique to the market.

Exclusive Styles, Leading Visual Trends

Our designs do more than just follow market trends; they create and lead them. Every new lens is meticulously designed, combining the latest fashion trends with consumer demands. This relentless pursuit of innovation and aesthetics has led to over 60% of our designs becoming top-selling, blockbuster products in the market.



OUR BRANDS

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Global Premium Flagship



As our global premium flagship, Mislens redefines natural aesthetics through the absolute standard of daily self-care luxury. Powered by our signature Pink Vita B12 technology and The Breathing Lenses, it brings advanced optical care to mature consumers worldwide. From its strong roots in North America and Europe to its rapid expansion across Southeast Asia, the Middle East, and Australia, Mislens empowers wearers everywhere to prove that: Eyes Own the Look.

mislens

MISENS - Eyes own the Look



● Packaging Display

UYAAI - Leading APAC & Global B2C Fast-Fashion Brand

- Born from Gen Z culture, UYAAI is the absolute go-to fast-fashion brand across South-east Asia and global B2C platforms. Driven by the "Play Your Look" philosophy, it turns colored lenses into bold vessels of self-expression. Fast, trend-setting, and highly accessible, UYAAI dominates the youth market with explosive energy.



Global Cross-Market Brands

FreshLady

FreshLady -#(See) You Later



● Packaging Display

Renowned for its bold colors and vibrant Gen-Z aesthetics, FreshLady commands a massive following across North America, Europe, the Middle East, and Asia. Driven by deep consumer insights, we are continuously expanding our premium daily disposable series to dominate emerging Gen-Z markets like Thailand and beyond.

MysticEyes

MysticEyes - Be a magician in your eyes



● Packaging Display

Successfully exporting unique Asian sweet styles and Kawaii culture to the world, MysticEyes bridges Eastern aesthetics with global pop culture, achieving remarkable repurchase rates and explosive popularity among youth communities across the US, Europe, and the Asia-Pacific.

APAC Regional Stars

CULKAT
Soft Contact Lenses

CULKAT - Illuminate your beauty



● Packaging Display

Tailored for the diverse daily scenarios of the Asia-Pacific consumer. Culkat focuses on accessible, everyday beauty with high-comfort materials. It perfectly complements our APAC portfolio by capturing the rapidly growing demand for mass-market, daily-wear color lenses.

Wakith

Wakith - Your kawaii bestie



● Packaging Display

Born in Indonesia, Wakith is the Group's premier local brand tailored specifically for the Southeast Asian demographic. Deeply rooted in local culture, it excels in native marketing and top-tier regional influencer collaborations. Empowered by our APAC operations, Wakith has rapidly captured the hearts of local consumers, driving exceptional brand loyalty and dominating the regional market share.

AFFILIATED BRANDS



Miduo group has meticulously built a dynamic and diverse brand ecosystem dedicated to serving consumers worldwide. Spanning premium independent e-commerce platforms in North America and Europe, and deeply rooted in localized distribution networks across Southeast Asia, our brand matrix achieves comprehensive coverage across all market tiers.

From premium natural aesthetics and Gen-Z pop culture to vibrant Asian Kawaii trends, we fully empower the personalized expression of global consumers, satisfying the unique aesthetic needs of diverse communities.

SEA LOCALIZATION

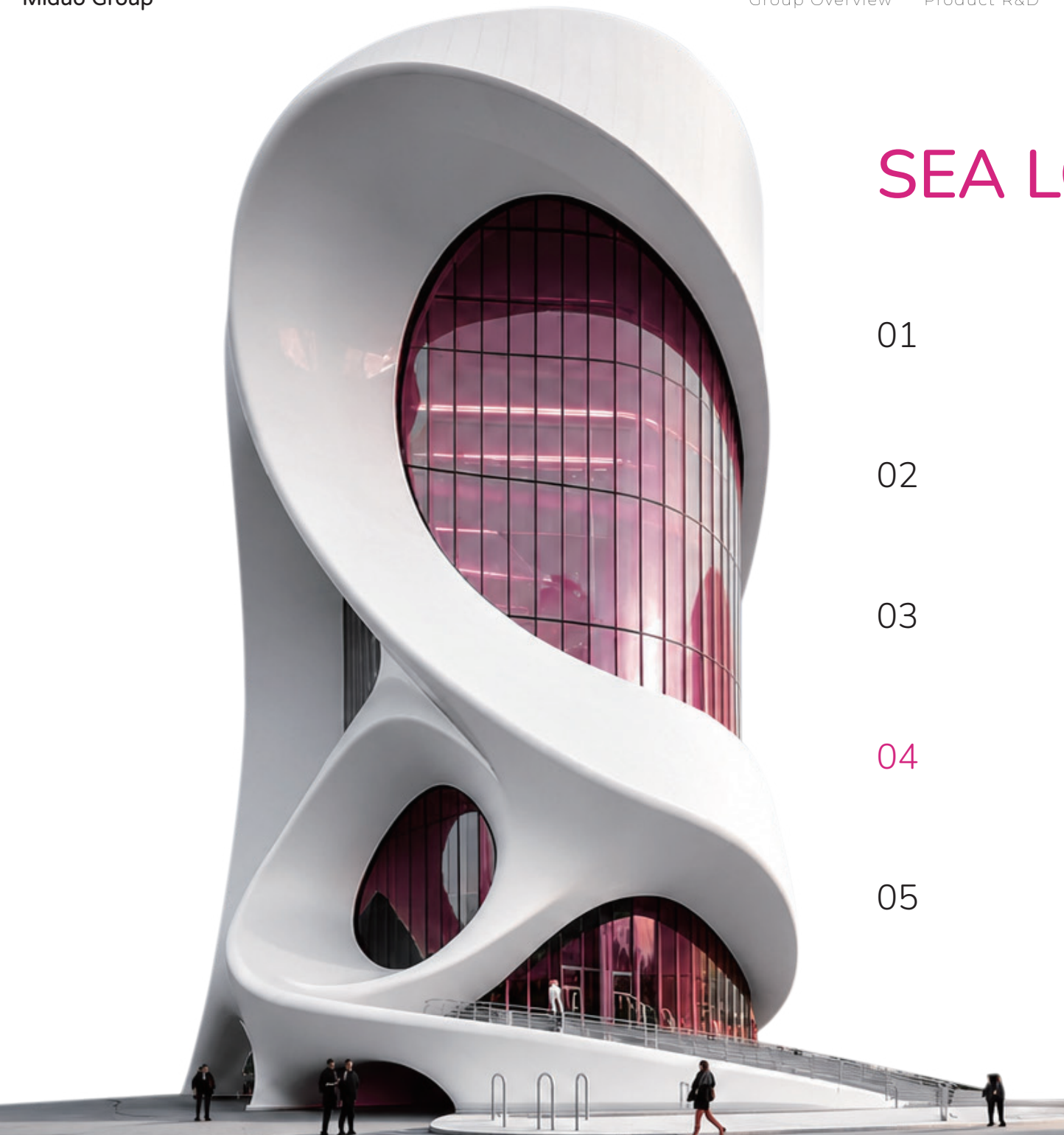
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SOUTHEAST ASIA WAREHOUSING NETWORK



30,000m²+

Total Warehouse Space

300,000+

Orders Processed Daily

We have established a comprehensive self-built warehousing network across Southeast Asia, enabling efficient logistics and fulfillment for multi-platform operations. Our local warehouse teams ensure stable inventory, faster delivery, and a seamless shopping experience for customers across the region.

LOCAL TEAM IN SOUTHEAST ASIA



800+

Local Staff in Southeast Asia



Our local Southeast Asia team supports operations, livestreams, customer service, content creation, and warehousing — delivering faster, more localized support across the region.



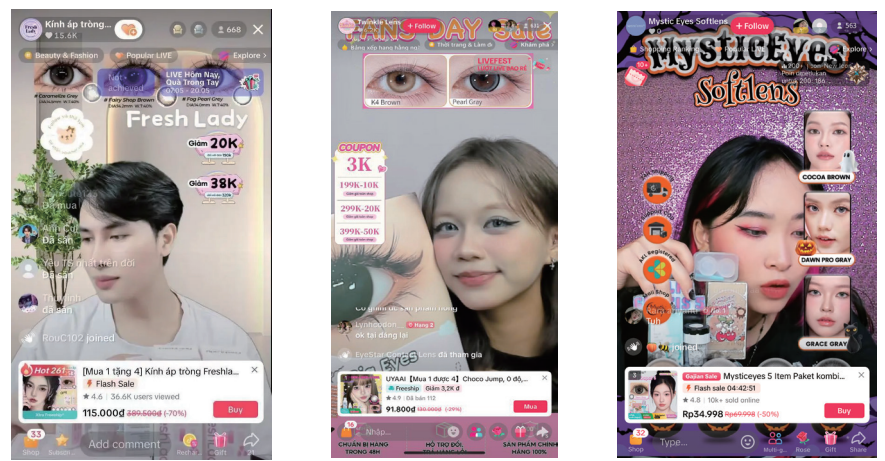
LOCALIZED LIVESTREAM CAPABILITIES

60+

150+

Livestream Studios Across Southeast Asia

Professional Livestream Hosts & Operators

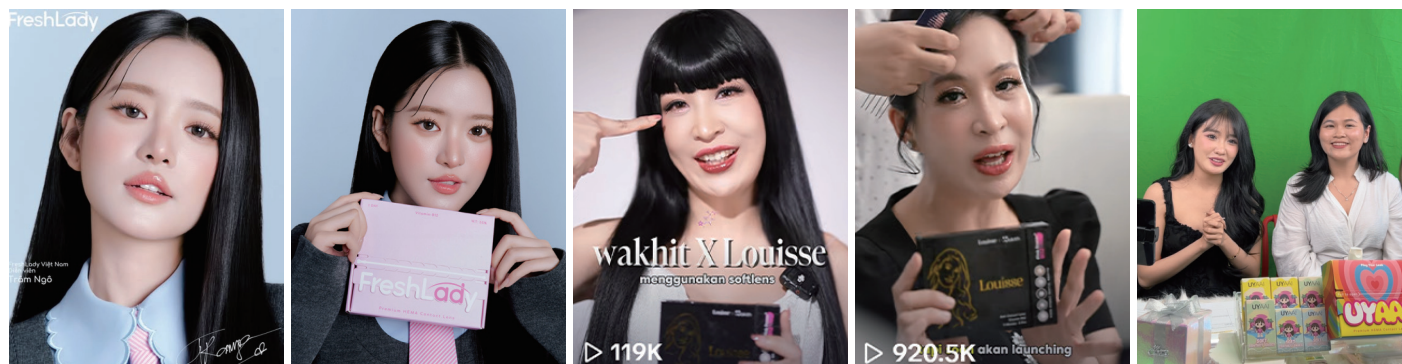


We have built a robust in-house livestreaming infrastructure across Southeast Asia, supporting multiple brands under the group. With local teams managing content, operations, and on-camera performances, we ensure livestreams are adapted to each market's language, culture, and consumer habits.



PROVEN LOCALIZED OPERATIONS & MARKET PENETRATION

We possess an unmatched ability to execute end-to-end brand strategies that truly resonate with local cultures. We go far beyond traditional distribution—we engineer cultural momentum.



From A-list celebrity endorsements in Vietnam to top-tier influencer collaborations in Indonesia and the rapid expansion of offline retail networks, our local teams precisely engage consumers, transforming brand momentum into absolute sales leadership.



MIDUO GROUP

INDONESIA OFFLINE CHANNEL EXPANSION MYSTIC EYES & CULKAT NOW IN LEADING INDONESIAN STORES

- Mystic Eyes and CULKAT have successfully entered top offline beauty retail chains in Indonesia, including Miniso, Idolmart, Mybestie, and Mumuso, among others. These lifestyle and cosmetic stores are popular among local consumers and widely distributed across urban shopping areas.
- As of now, the brands have reached over 15,000 offline stores across the country, significantly enhancing brand exposure, customer accessibility, and offline conversion rates in the Indonesian market.

Coverage of stores

 **15000+**



INDONESIA CO-BRANDING WAKITH x TOP TIKTOK CREATOR @LOUISESCARLETTFAMILY

- Wakith partnered with leading Indonesian TikTok creator @louissescarlettfamily, with over 18.5M followers, to co-create a limited-edition contact lens collection.
- The co-branded product was officially launched through an exclusive TikTok livestream, where the creator herself introduced and promoted the lens styles.
- This collaboration generated significant engagement and visibility, strengthening Wakith's brand awareness and resonance in the Indonesian market.



 **18.50M**
Jumlah pengikut



louissescarlettfamily  louissescarlettFamily

188 Following 18.5M Followers 167M Likes



BRAND AMBASSADOR COLLABORATION

VIETNAMESE CELEBRITY

TRÂM NGÔ



tramngo.official Trâm Ngô

68 Following 354.4M Followers 5.8M Likes



- In April 2025, Freshlady officially launched its brand collaboration with Trâm Ngô, one of Vietnam's most beloved young actresses and models.
- During the livestream, she showcased and recommended multiple UYAAI best-selling lens collections, generating strong engagement and visibility. The session boosted brand exposure and conversion during the campaign, strengthening UYAAI's market presence in Vietnam.



TOP VIETNAMESE TIKTOK CREATOR LIVE FROM UYAAI STUDIO



vtkh2004  Vũ Thị Khánh Huyền

55 Following 7.7M Followers 7.7M Likes



- Vietnamese TikTok star Vũ Thị Khánh Huyền (@vtkh2004) visited the UYAAI livestream studio for an exclusive brand collaboration during the Double 12 Mega Sale in 2025.
- During the livestream, she showcased and recommended multiple UYAAI best-selling lens collections, generating strong engagement and visibility. The session boosted brand exposure and conversion during the campaign, strengthening UYAAI’s market presence in Vietnam.



UYAAI'S FIRST SOUTHEAST ASIA FLAGSHIP STORE OPENS IN HO CHI MINH CITY



- In July 2025, UYAAI launched its first flagship store in Ho Chi Minh City, marking the brand's official offline retail entry into Southeast Asia.
- The store features UYAAI's iconic "Uya" black-cat aesthetic in a vibrant pink visual system, offering a Gen Z-friendly space for interactive shopping, lens trials, photo ops, and immersive retail experience.

Expanding Across Southeast Asia in 2026

- **Bangkok | Manila | Kuala Lumpur | Jakarta**
- UYAAI is accelerating its regional expansion to key Southeast Asian cities, building a new ecosystem of multi-city, multi-style, high-touch beauty lens retail for Gen Z consumers.
- More fans, more looks — it's time to Play Your Look!



BUSINESS SCOPE

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CUSTOM PATTERN
DEVELOPMENT



FREE SAMPLING TRIALS



INDUSTRY KNOWLEDGE
TRAINING



CERTIFICATION
APPLICATION ASSISTANCE



BRAND CO-MARKETING



BRAND STRATEGY
SUPPORT



BRAND VI (VISUAL
IDENTITY) SUPPORT



DIVERSE MODELING
RESOURCES



MARKETING MATERIAL
DESIGN



CUSTOM E-COMMERCE
ASSETS



INDUSTRY CONSULTING
SERVICES



MULTI-CHANNEL SALES
SUPPORT

PROPRIETARY SEA WAREHOUSES

30,000 m²

Self-Owned Overseas Warehousing

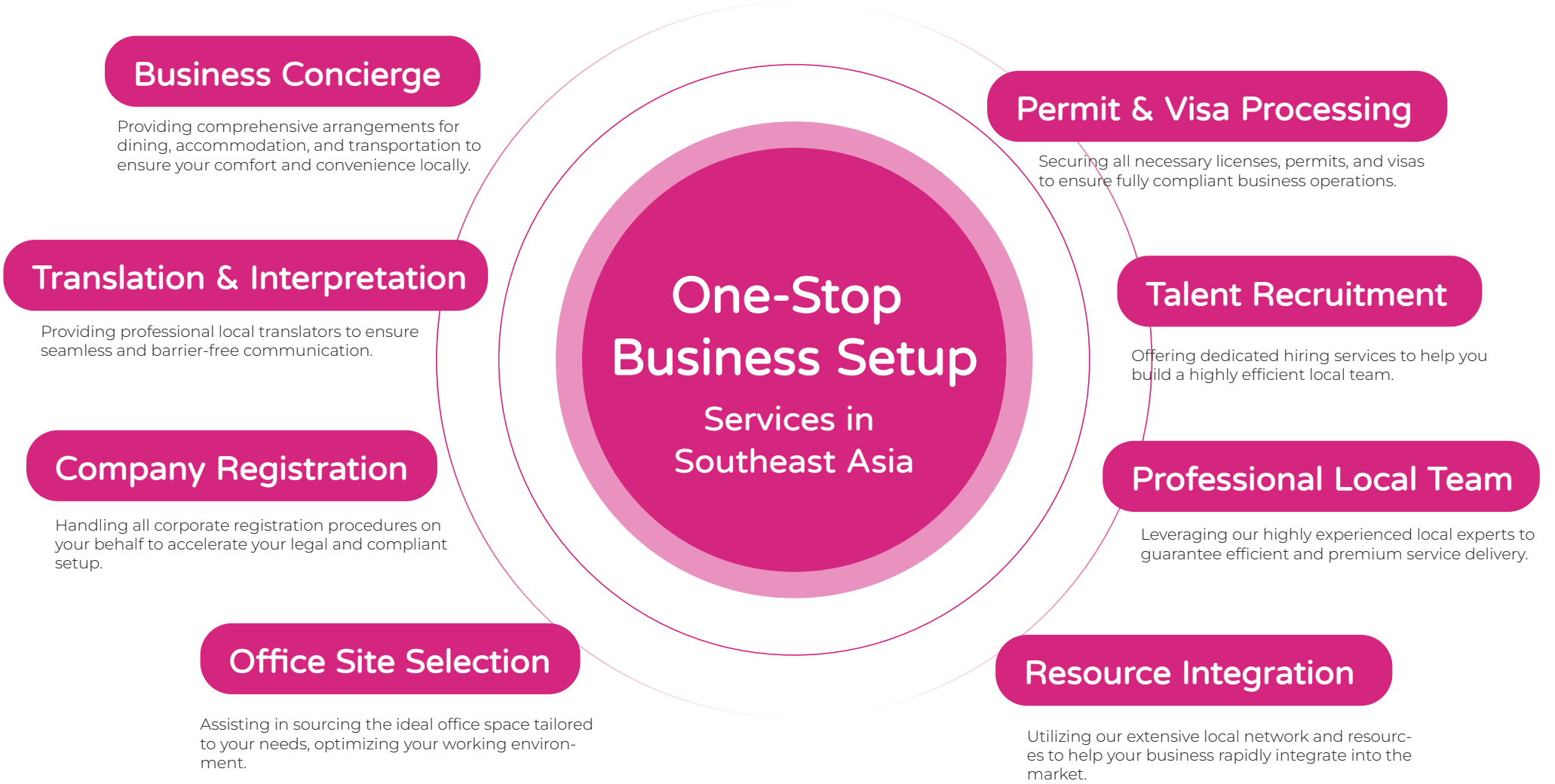
300,000 Orders

Daily Processing Capacity

We support shared warehousing and drop-shipping, providing a true one-stop solution that covers product sourcing, packaging, warehousing, and logistics.

Ensuring rapid fulfillment and highly efficient supply chain management, we allow you to experience premium overseas warehousing services at the most competitive costs.

ONE-STOP BUSINESS SETUP SERVICES IN SOUTHEAST ASIA





MIDUO GROUP

Building the Future Together Achieving Global Success

MIDUO GROUP