



# GOVX

## OAKLEY AND GOVX FIND SUCCESS IN PRODUCT DIVERSITY

PARTNER SUCCESS STORY



### SUMMARY

Legendary performance sports equipment manufacturer Oakley partnered with GOVX to offer a wide range of products to a new market while continuing their long tradition of giving back to communities of service. Oakley found rapid success on the GOVX marketplace, thanks to the diversity, passion, and loyalty of the GOVX member base, who always appreciate saving money on quality equipment for work and play.



### A CLEAR PARTNERSHIP VISION GROUNDED IN SHARED VALUES

Oakley—an innovator in the performance eyewear space since they essentially invented the category nearly 50 years ago—today offers much, much more than glasses. From apparel and backpacks, to shoes and accessories, Oakley produces high performance, stylish gear to fit most any need, with styles ranging from clean and conservative to bold, bright, and fearless. With a relentless commitment to expanding the frontiers of what's possible and an “It’s always showtime!” attitude, their products can be found throughout the worlds of sports, work, and leisure. Beyond protecting the eyes and improving the performance of millions of professional and weekend athletes, service members, and first responders, Oakley has a proud history of public service, forging authentic connections with communities around the world and giving untold amounts to scores of deserving causes. Considering how closely the two company’s missions align, it’s no surprise then that for nearly a decade, GOVX has proudly partnered with Oakley to bring a wide range of products to the GOVX member community at unbeatable prices.

# ABOUT OAKLEY

Founded in 1975 and operating out of their headquarters in Foothill Ranch, California, Oakley has grown into an iconic performance sports equipment and lifestyle powerhouse, establishing itself as a household name in the United States and around the globe. With over 600 patents granted, Oakley invented the performance eyewear category and today offers an incredibly wide range of stylish, high-performance sunglasses, safety glasses, eyeglasses, sports visors, and goggles to support nearly any activity imaginable, from sports to leisure, complemented by a growing line of apparel, backpacks, shoes, and other accessories.



Early in the partnership, mostly tactical eyewear was offered to the GOVX community, but it quickly became clear that the diverse GOVX member base has an appetite for a broad range of eyewear and performance sports equipment to support a wide array of activities. The GOVX member community is, at heart, a community of service, but they can't be on duty all the time; GOVX members have hobbies and interests outside of work, not to mention families who also need eyewear and other performance equipment. Fortunately, Oakley has something for just about everyone, and today they sell many products from across their ranges on the GOVX platform. In fact, in 2022 tactical eyewear sales declined slightly at GOVX, but the rest of the Oakley product catalog grew by nearly 400% vs the prior year!

The Oakley / GOVX partnership is a win for all parties. Oakley enjoys access to a highly relevant, enthusiastic, and loyal private marketing channel that they are passionate about supporting. GOVX gets to offer a unique, world class brand to their deserving member community. And most importantly, the GOVX member base gets access to the best eyewear and performance sports equipment at outstanding prices.



“Partnering with GOVX was such a no brainer for Oakley. The GOVX membership is right in our sweet spot, and we love being able to honor and thank this incredible service community with meaningful discounts on goods that people rely on every day to do their jobs or pursue their passions.”

- NATASHA MOZDEN, KEY ACCOUNT MANAGER

## OAKLEY SALES GROWTH 2022

