



PRESS RELEASE

MATA: AN EYEWEAR FOR A NOBLE CAUSE

Kuala Lumpur, 30 October 2018 – Growing up with a grandmother who was visually impaired and having a blind classmate had given Muhamad Faizal Lockman Hakim, better known as Mamu, the inspiration to start MATA. Founded in 2017, MATA is a social enterprise that aims to elevate and empower the blind and visually impaired community through its eyewear. As part of the company's Community Based Rehabilitation (CBR) initiatives, MATA will be contributing 20% from every purchase of the MATA eyewear to the Malaysia Association for the Blind (MAB).

According to Mamu, MATA also hopes to create opportunities for the blind and visually impaired community through job placements, trainings and networking. "I have always had the thought of helping the blind and visually impaired community. My early exposure to the community has helped me to understand the challenges that they go through and it is also the inspiration for me to start MATA," says Mamu.

MATA's sunglasses have been tested in different scenarios like under bright lighting and driving in everyday situations. Mamu, who also loves collecting eyewear, believes in creating the best pair of eyewear. Hence, he undertook vigorous research and development on MATA's products to ensure that he delivers quality products to customers. Dubbed as the fashion brand with a noble cause, MATA champions the cause of the blind and visually impaired community. All its future products will be innovated to benefit this community including the plan to modulate and produce a talking smart glass in four years. The talking smart glass should be able to detect the obstacle with the help of the sensors and notify the user through headphones and vibration motors. By combining passion for design, creativity and craftsmanship, the "Blackout" edition came into creation as MATA's first ever flagship model. The name itself was inspired by 'what the blind community goes through everyday'.

“We have seen how the eyewear industry has changed and evolved over the years. I remember holding the first pair of sunglasses that belonged to my grandmother when I was young. Today, our eyewear comes in different sizes, shapes and design. If we can purchase an eyewear because of the brand or design, why can’t we purchase an eyewear that supports a cause?” says Mamu. Besides championing for the blind and visually impaired community, MATA also dedicates its eyewear to the local heroes who have contributed significantly to the country. MATA plans to collaborate with uprising athletes, team and renowned national icons soon.

Development of MATA was assisted by the Malaysian Government through the High Impact Programme 6: Inclusive Innovation (HIP 6) under the SME Masterplan (2012 – 2020). Funded by SME Corp. Malaysia and managed by Yayasan Inovasi Malaysia (YIM), HIP 6 is all about fostering innovations that leads to affordable access of quality goods & services for the excluded population including the bottom 40% of households.

MATA launched its eyewear at SME Corp. Malaysia on 30 October 2018. The event was attended by Azmi Saat, a member of Caliph Buskers, who is also MATA brand ambassador. Other attendees include Rizal Nainy, Deputy CEO I of SME Corp. Malaysia, Tany Anthony Kiob, CEO of Yayasan Inovasi Malaysia, Dato’ Kulasegaran Sabaratnam, President & Chairman of Malaysia Association for the Blind (MAB), Mohd Nageb Abdul Majid, President of Ducati Owner Club Malaysia and Nor Sabrina Mohd Noor, Motorsports Manager of Shell Malaysia.

To learn more about MATA, log on to <https://mata.vision> or @eyewearmata on Facebook, Twitter and Instagram.

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About SME Corp. Malaysia

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