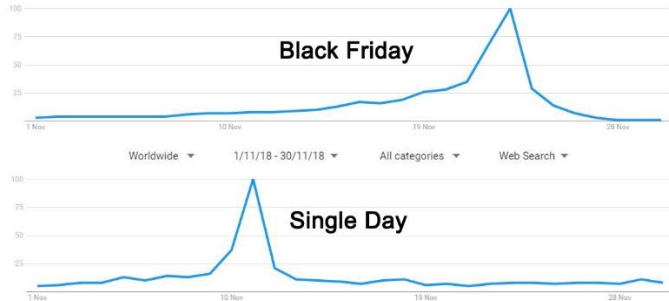


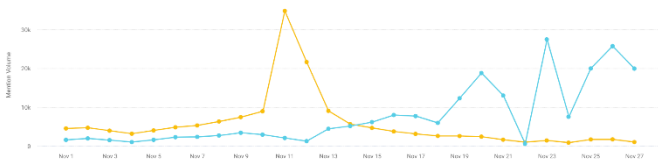
## Single Day V.S Black Friday

Black Friday is one of the biggest shopping festivals in the US, along with Cyber Monday and Super Saturday. Since 2017, Single Day opened up to involve more global markets and become a globally-renowned event.



2018 Single day smashed the previous year's record by racking up sales of 213.5 billion yuan (£24bn) within 24 hours. The sales figures dwarf the revenue for Black Friday and Amazon's Prime Day sale---only \$6.2bn (£4.9bn) and \$4bn (£3.1bn).

### Mentions of Singles' Day vs Black Friday and Cyber Monday



Excludes Twitter mentions | Based on 10% sample of all public mentions | Data gathered by @BW\_React

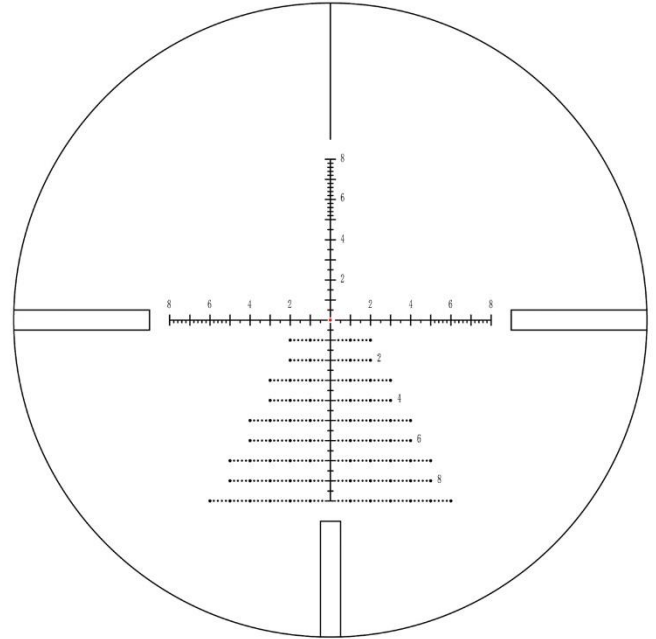
Of course, Vector Optics also participated in the online sales of these two festivals, and achieved good results. More than 2,000 pieces products were sold out in few days. The most-popular item occupy 10% share of total amount. Give a hint, its weight less than 50g.

### Reiter 3.5-25x56 Ultra Bright Center Dot

8x zoom Reiter 3.5-25x56 riflescope is premium, full-featured short and medium-range scopes with second focal plane reticle. This 8x zoom scope is built on 35mm monotube and compact 350mm (13.8 inch) length.

Fully-multi coated, etched glass VPA-3 reticle, 1/10 mil adjust 120 clicks per round, turret lock system, side focus, sunshade, flip-up caps.

Ultra-bright center dot illumination (the weakest dot intensity fit NV).



For more details, please click the picture above.

### Find Us at RECOIL

RECOIL is a firearms lifestyle publication for the modern shooting enthusiast. Every issue features the latest guns, gears, accessories, technology, plus reviews and buyer's guides.

So far, Vector Optics has published two pages on #39 and #40 editions, and the new one is ready to be published on #41. Find us now!



# FAIR AND SOFTLY GO FAR IN A DAY

## Vector Optics on Mount Fuji

All Vector Optics staffs have been to Japan from 8 to 12-Dec. We visited Mount Fuji, Oshino Hakkai, Tokyo, Kōtoku-in and Sensō-ji. Japan is a nation of contrasts and ever-changing surprises.



All suggestions, ideas, improvements are what we need!

**FAIR AND SOFTLY GO FAR IN A DAY**