



Online optician Mister Spex pushes ahead with European expansion, launching its own online shop in Switzerland

Attractive offers are now available to Swiss customers at misterspex.ch

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Mister Spex, Europe's leading online eyewear retailer, is expanding into Switzerland. The new shop at misterspex.ch is now active on the Swiss market and offers customers the entire Mister Spex range of over 7,000 different designer glasses, sunglasses and contact lenses. The company's own service team with qualified opticians is on hand to assist customers requiring individual advice. Mister Spex is already successful in Germany, Austria, France, Spain and Great Britain thanks to its websites in these countries, and has recently expanded its European business in Scandinavia by acquiring online shops Lensstore, Loveyewear and Lensit. The company's launch in Switzerland is now another step in the expansion of its European operations.

"The Swiss market is challenging, but very attractive to us, as no local service has been provided so far to equal ours", explained founder and CEO of Mister Spex, Dirk Graber. "Affinity with online services and online user behaviour in Switzerland are generally comparable with Germany, however, so far, there have been hardly any relevant activities by online eyewear shops on the Swiss market. We are confident that we will soon become successful here due to the wide range of products and the excellent value for money that we offer. Our aim is to become the market leader in online optics in Switzerland too."

Shipping for all sunglasses, contact lenses and custom-made glasses is free of charge. The assembly and quality control of the glasses takes place at the company's own optician's workshop. Furthermore customers of Mister Spex in Switzerland can order up to four frames at the same time to try on at home. After selecting the frames that suit them best, customers enter their prescription information at misterspex.ch and then their new glasses are dispatched to them right away. In order to fulfil Swiss customs regulations, the company has established its own logistics infrastructure so that its customers are not negatively affected by the special import and export

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regulations. In addition, the Swiss webshop will be launched with software provided by its new IT partner Intershop. The English language Mister Spex website has already recently been changed over from the original in-house production to Intershop and France and Spain will follow suit in the near future.

About Mister Spex:

Mister Spex GmbH is Europe's leading online optician. Through its website, the Berlin-based company offers, alongside contact lenses, the most comprehensive range of directly available designer glasses and sunglasses in Europe, all at attractive prices. In addition to transparent pricing and cost savings for complete prescription glasses, customers benefit from free services such as eye tests and glasses adjustments, as Mister Spex already works in partnership with 500 local opticians in Germany and Austria. The Mister Spex service team is made up of qualified opticians providing customer advice by telephone or e-mail. The company has its own optician's workshop in Berlin, where the final production and quality control of the glasses takes place. The good quality of the glasses was confirmed in December 2014 by the German consumer research and advice foundation *Stiftung Warentest*, which named Mister Spex one of Germany's best opticians.

In 2014 Mister Spex generated turnover of EUR 65 million and counted more than 1.5 million customers throughout Europe. The company currently employs around 300 staff and in 2014 was named best online shop for glasses by the German market research institute *Deutsches Institut für Service-Qualität* and winner of the "Jewellery, watches & glasses" category by the EHI Retail Institute. Mister Spex also operates its own websites in France, Spain, Austria, Switzerland and Great Britain and it took over the Swedish online eyewear shops Lensstore and Loveyewear in July 2013, as well as the Norwegian contact lense retailer Lensit in January 2015.