

Press release



MISTER SPEX

Mister Spex wins ECMOD Direct Commerce Award 2015

Along with the software-provider Intershop, Europe's leading online optician Mister Spex has been awarded for their successful shop relaunch in Great Britain

Berlin/London, 5 June 2015

Last night, Mister Spex was awarded with the ECMOD Direct Commerce Award 2015 in the category "Health & Beauty" during a ceremony in London. Mister Spex has been active in the UK with its online shop since 2010 and received the award for the successful migration from their former IT-infrastructure to the commerce platform "Intershop Commerce-Suite". The collaboration with Intershop started in January 2014 and focussed on the complex transition to the new UK shop platform; this migration was successfully completed in September.

Robert Motzek, Chief International & Multichannel Officer at Mister Spex, accepted the ECMOD Direct Commerce Award on behalf of Mister Spex at the Hurlingham Club in London: "The migration of our British online shop to Intershop was an important step for the successive and successful expansion of our international websites. We are very pleased to be honoured by the ECMOD Direct Commerce Award for that efficient collaboration and the positive outcome."

Following UK, the relaunch of the French and Spanish shops were realised in early 2015. New websites, such as the Mister Spex shop in Switzerland three months ago, were set up with Intershop solutions from the start. The migration of the company's main shop in Germany is planned in the near future as well. "Overall, Mister Spex now feels well-prepared for expanding into additional international markets", Motzek underlines. Jochen Moll, CEO of Intershop, adds: "Mister Spex presents a perfect example for understanding and leveraging the chances in today's market. The strengths of our platform in internationalization, scalability and high performance helps Mister Spex to realize their ambitious plans."

Established in 1998, the ECMOD award was created by the Direct Commerce Magazine to celebrate excellence across direct commerce and multichannel businesses. All entries were judged by a panel of independent experts.

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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.