



Mister Spex launches online eyewear shop in the Netherlands and further increases its market share in Europe

As of today customers in the Netherlands and Flanders can reach Europe's leading online optician at misterspex.nl

Berlin, 30 June 2015

The Berlin-based company Mister Spex further increases its international activities and strengthens its position as Europe's leading online eyewear retailer. After expanding to Switzerland in March its e-commerce service is now also available in the Netherlands. At misterspex.nl customers can find – as on all Mister Spex websites – the most comprehensive range of directly available designer glasses and sunglasses in Europe. To provide high quality customer service in the Netherlands, a specialized team offers support via a free hotline in the local language. Mister Spex provides Flanders, the northern Dutch-speaking part of Belgium with the same service and product range as the Netherlands; all orders are directly delivered from Berlin.

Mirko Caspar, co-managing director of Mister Spex, expects strong growth for the Netherlands: „The market structure of our neighboring country is comparable to the one in Germany. We therefore feel comfortable, that our extensive experience in Germany will help us succeed in the Netherlands.“ A strong marketing campaign, which includes TV-commercials starts with the launch of the new website.

Shipping for all sunglasses, contact lenses and custom-made glasses is free of charge. Furthermore customers of Mister Spex in the Netherlands and Flanders can order up to four frames at the same time to try on at home. The assembly and quality control of the glasses takes place at the company's own optician workshop in Berlin, where professional opticians and optometrists work at the highest industrial standards. Only advanced, modern equipment is used as well as frames from original brand manufacturers.

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*Reprint free of charge,
Specimen copy requested.*

30 June 2015

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, the Netherlands 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.