

Mister Spex is national champion at the European Business Awards 2015-16

Europe's leading online optician is representing Germany in the Category "The RSM Entrepreneur of the Year Award"

Berlin, 7 September 2015

On September 1st, the national champions from 33 European countries were nominated in the first phase of the European Business Awards 2015-16, and the Berlin-based e-commerce company will be representing Germany in the category "The RSM Entrepreneur of the Year Award". In total, more than 32,000 companies entered in the contest of which 678 made it to the 2nd round. In Germany, 44 companies are represented as national champions.

The European Business Awards are taking place for the 9th time. The cross-industry contest forms Europe's biggest and most important programme of its kind. In the next round the contestants are required to make a video that documents the history and business success of their company. An independent jury will pick the finalists from the transmittals, some of which will proceed to be the winners of the European Business Awards in June 2016. Furthermore, the companies' transmitted videos will also be published on the website of the competition and will be publicly accessible and appraisable.

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 operates its own websites in Germany, France, Spain, Austria, Switzerland, the Netherlands and Great Britain and took over the Swedish online eyewear shops Lensstore and Loveyewear in July 2013, as well as the Norwegian contact lens retailer Lensit in January 2015.

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