

Mister Spex strengthens its management team

Robert Motzek becomes managing director of Europe's leading online optician

Berlin, 8 September 2015

Robert Motzek complements the management team at Mister Spex. As the third managing director, Motzek will from the first of October take on the lead of the Scandinavian business consisting of daughter companies Lensstore, Loveyewear and Lensit as well as continue to be responsible for extension of the partner optician network and the departments business intelligence and M&A. The 34-year-old has been part of the Mister Spex team with Dirk Graber and Mirko Caspar since 2013. He worked continuously on expanding the business into additional European markets such as recently the Netherlands and Switzerland.



Mister Spex managing director Robert Motzek. Copyright: misterspex.co.uk

Motzek's appointment adds a key figure to the management of Europe's leading online optician. Before his career at Mister Spex, he worked several years for the private equity company Apax partners and was engaged in a plethora of transactions in the areas of retail & consumer and business services. Motzek: "I see an enormous growth potential for Mister Spex in Europe. In many countries the online business for glasses, sunglasses and contact lenses is still in its infancy".

Founder Dirk Graber will continue to be responsible for the departments business development, IT, finance & controlling, operations and HR. Mirko

Press contact:

Judith Schwarzer

Tel. +49 (0)30-4431230-141

Fax +49 (0)30-4431230-25141

press@misterspex.co.uk

http://misterspex.co.uk/press

Mister Spex GmbH

Greifswalder Straße 156

D-10409 Berlin

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Caspar will continue to lead the marketing, CRM, category management, public relations and product management teams. In future he will also focus on growing the international markets from Berlin.

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.