



## **Mister Spex closes 2013 with revenues of 47 million Euro and 1 million customers**

**Berlin-based e-commerce company strengthens leading position in European online optics**

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During the last year, the online eyewear shop Mister Spex has extended its leading position in the German and European online optics industry. The Berlin-based e-commerce company achieved revenues of 47 million Euro in 2013 in Europe (2012: 26 million Euro), meaning a growth of 80 percent compared to the previous year. The number of customers increased from 500,000 to more than one million across Europe. Mister Spex has also grown its network of local partner opticians in Germany to 400 (2012: 300). "In addition to the organic growth in our core German market, the purchase of the Swedish online eyewear shops Lensstore and Loveyewear in the middle of 2013 also contributed to the successful development of our business", says Mister Spex founder and CEO Dirk Graber.

It remains Mister Spex's objective to continue strong growth in 2014 and to further strengthen its market leadership. To achieve these goals the company will focus on the further development of the prescription glasses market. Managing Director Mirko Caspar explains: "We still see the greatest potential within prescription glasses. It is the biggest market, and initial consumer reservations about purchasing glasses online are diminishing. We have the largest available assortment of branded eyewear and our local service through our partner opticians means we are well positioned for growth."

### **About Mister Spex:**

Mister Spex GmbH is Europe's largest online retailer for branded eyewear. Through the Internet, the company offers an extensive range of high quality prescription glasses, sunglasses and contact lenses at competitive prices. In addition to the broad product range, price transparency and price savings, customers also benefit from free services such as eye tests and the adjustment of glasses thanks to 400 local partner opticians in Germany. Half of the staff in the customer service team are trained opticians. The company also has its own optician workshop in Berlin with final assembly and quality control.

In 2013 Mister Spex generated revenues of 47 million Euro. The Berlin-based company currently counts more than one million customers in Europe and employs over 250 people. In July 2013 Mister Spex acquired the Swedish online eyewear shops Lensstore and Loveyewear and is also present in other European countries with own online stores in France and Spain. In 2012 Mister Spex was awarded "online shop of the year" in Germany.

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