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Mister Spex acquires deep-tech company Tribe

Europe's leading omnichannel optician Mister Spex has acquired the Berlin-based deep-tech company Tribe to develop together AI-based solutions in the optician and eyewear industry. With this step, Mister Spex underlines its commitment to continuously optimize the customer experience in a technology-driven manner.

"We are always looking for new technological solutions to make buying glasses even easier and better," says Mister Spex Managing Director Dr. Mirko Caspar. "With the investment in Tribe we want to further extend our digital lead and we are looking forward to working with a great team".

The newly acquired technology company Tribe will continue to operate independently and autonomously. Both parties have agreed not to disclose the purchase price. Tribe was founded in 2018 and focuses on AI-based applications that significantly improve the customer experience when buying glasses. The company had already implemented the virtual fitting for Mister Spex on Instagram in early 2020. "We believe that buying glasses should be as easy as buying clothes and as safe as going to the ophthalmologist," says Julian Hölz, founder and CEO of Tribe together with Dr. Kevin Metka. "The cooperation with the market leader in online optics is a strong sign of confidence and a great motivation to take the next step in this direction."

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About Mister Spex:

Founded in 2007, [Mister Spex](http://www.misterspex.de) is a multi-award-winning company that has become the leading omnichannel optician in Europe. The company has been at the forefront of the industry's transformational shift, growing from a pure online player into a successful omnichannel optician with more than 3 and a half million customers, 10 online shops across Europe and several physical retail stores in Germany. A digital native, technology and innovation have always been an integral part of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browse functionalities. The focus of Mister Spex is to make eyewear purchase for customers an easy, transparent and fun shopping experience by combining a comprehensive and varied range of high-quality products with optician expertise and services through its customer service, own stores and an extensive network of partner opticians.