

All eyes on



Berlin, 2024

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Who We Are

Mister Spex – Europe's leading digitally driven omnichannel optician

Mister Spex is Europe's leading omnichannel optician with a special shopping experience. We have changed the eyewear industry as a key driver of the digital transformation from the very beginning in 2007. We stand for a new, contemporary way of buying glasses and combine the best of both worlds – thanks to a seamless and innovative integration of online and offline offers. As a digital native, innovative technology plays a central role, such as 2D/3D virtual try-ons, an online eye exam and intelligent filter functions.

In just a few years we have developed from a pure online player into a successful omnichannel optician with over 7.1 million customers.

We operate our online shops in ten European countries and also offer numerous additional services such as eye exams and glasses adjustments in our own brick-and-mortar stores throughout Germany, Austria, Switzerland and Sweden as well as through our over 350 partner opticians. For our successful business model, we have received many awards.

We believe that buying glasses should be one thing above all: easy and joyful. And our success proves us right! For years, we have been continuously growing stronger than the market. Revenue for the year 2022 increased by 8% to €210 million, up from €194 million in the previous year.



Europe's #1 digitally driven omnichannel optician



Big and expanding market



First-class experience thanks to data & tech



Strong financial track record



Well-experienced, founder-led management team



Our Promise

The most inspiring & customer-oriented shopping experience in eyewear fashion

Vision

“We empower & inspire people to wear glasses with joy & confidence.”

Buying glasses should be fun. This is what we are convinced of and work on every day to optimise our processes and the associated shopping experience. We want to make it easier and more satisfying for our customers to find the right eyewear.

We strive for smart solutions to inspire everyone to find and wear their new glasses with joy and confidence.

Mission

“We are passionate about liberating the eyewear market by delivering expertise with ease and joy.”

Our mission is to help people find the perfect glasses – when, where and how it suits them best. We do this by communicating our expertise with ease and joy and by focusing on our customers' needs. To this end, we are continuously working on intelligent tools, user-friendly functionalities and an inspiring product range.



At a Glance

Facts & Figures

Portfolio Over 10,000 prescription glasses and sunglasses from more than 100 well-known brands and independent labels as well as high-quality private label products and design collaborations. All established contact lens brands including care products and accessories.

Awards



Employees > 1,350 employees

Customers > 7.1 million customers across Europe

Stores > 70 own stores throughout Germany and Europe

Partner opticians > 350 partner opticians in 5 countries

Training company Since 2015, currently 3 optician training centers

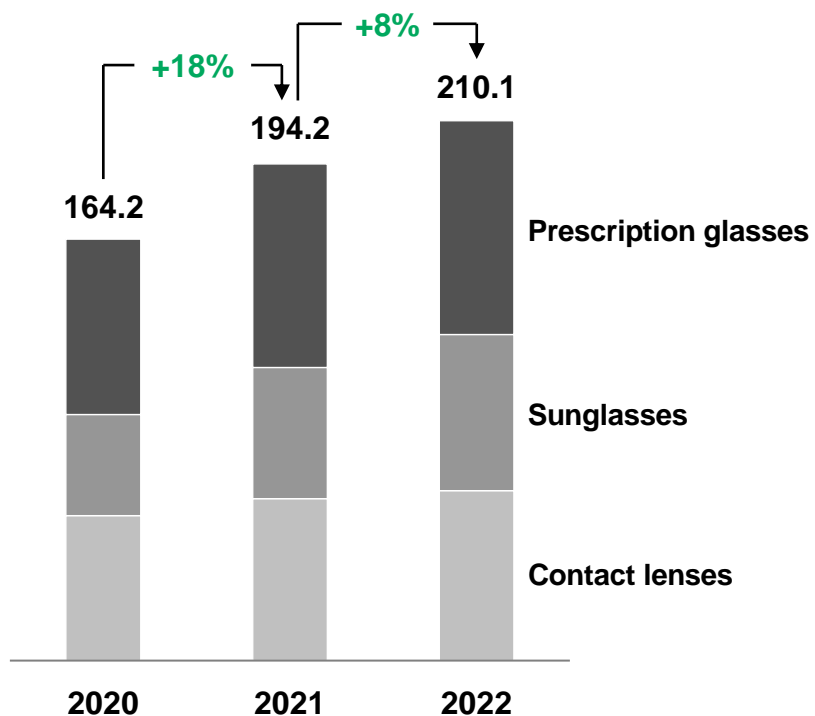
Milestones (abstract)



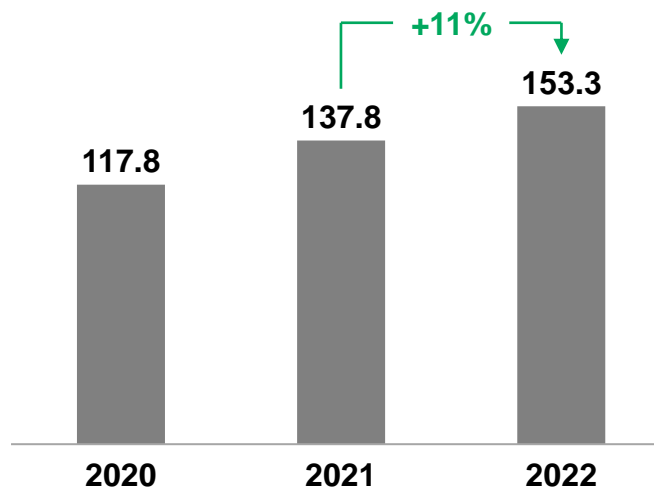
Key Figures

Continuous high growth potential with proven profitability

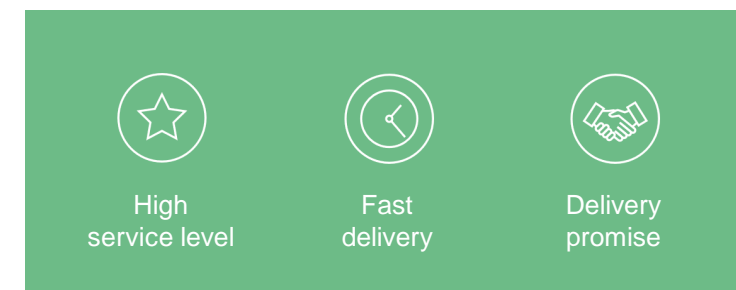
Revenue – Group €m



Revenue – Germany €m



Presence and infrastructure



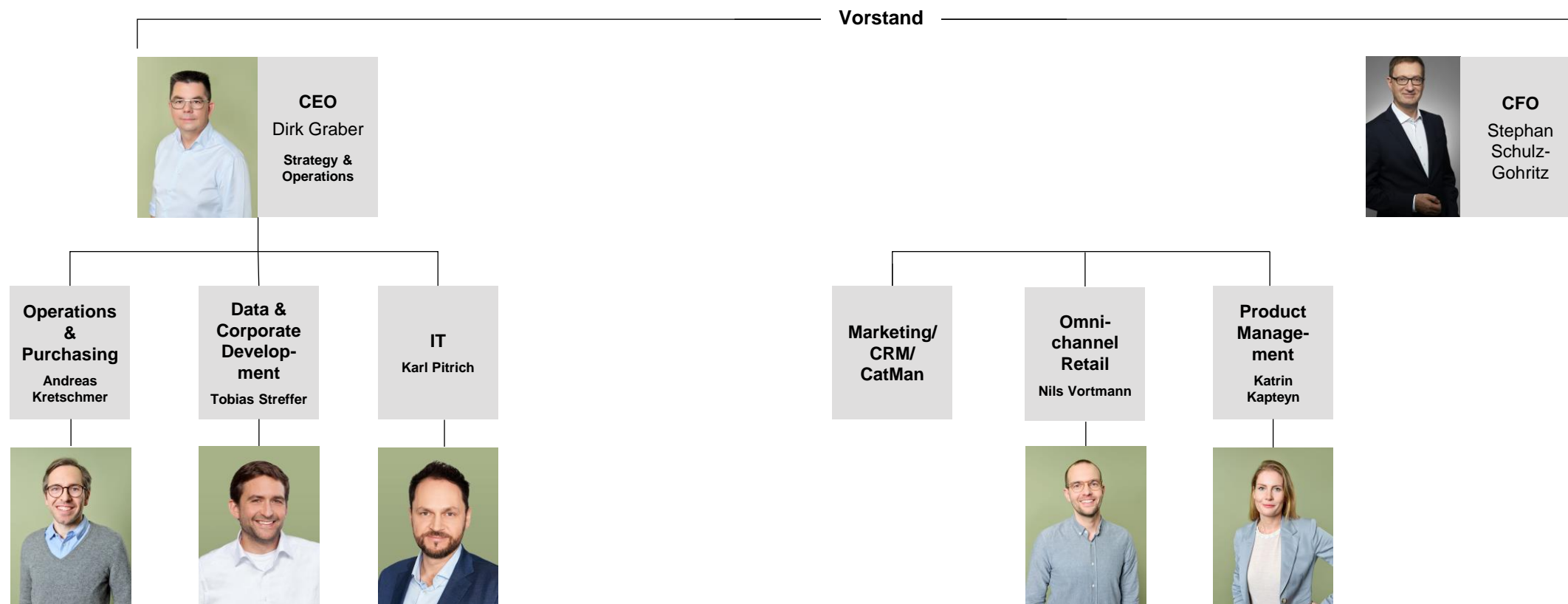
1.73 million
active customers²

More than
20,000
orders a day³

- 1) Adjusted EBITDA, defined as earnings before interest, taxes, depreciation and amortisation, adjusted for share-based payment expenses according to IFRS 2, one-off transformation costs and other one-off effects that are not part of the regular course of business.
- 2) Customers who ordered in the last twelve months excluding cancellations.
- 3) With immediate capacity of up to 25,000 orders.

Team

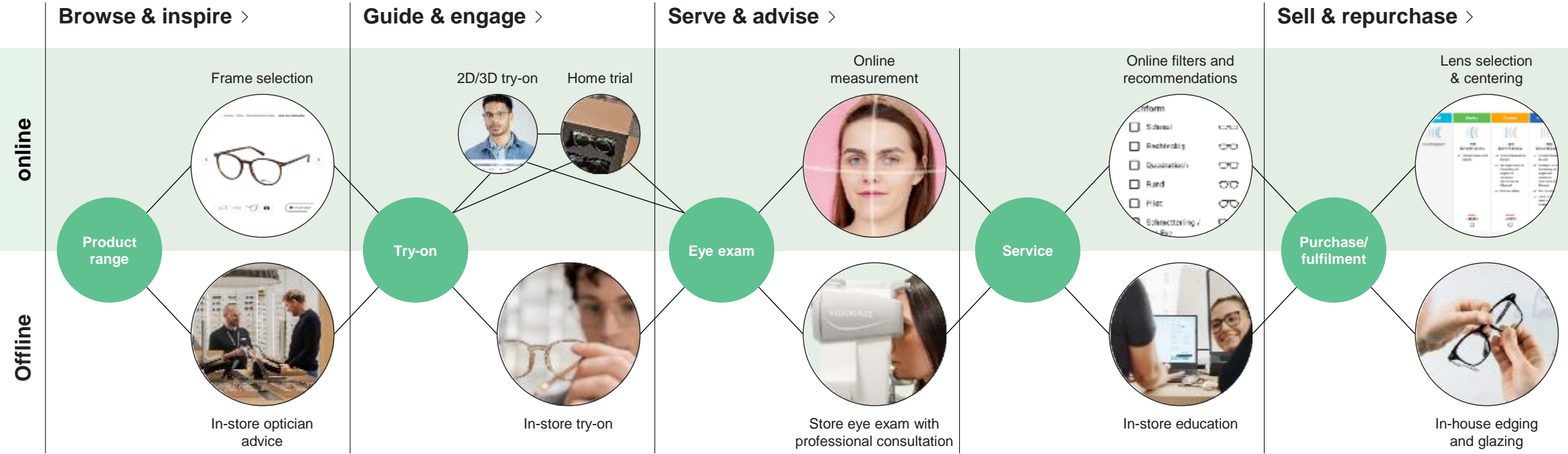
Well-experienced, founder-led management team with many years of expertise in the online and optician sector



A total of > 1,350 employees from 62 countries

Customer Journey

Digitally supported service and purchase process with seamless touchpoints



Mister Spex core competencies along the journey:

Integrated offline & online journey allows for smooth transition points

Tech-enabled value-added services create ease along multi-faceted journey

Personalised customer experience creates joy and confidence during purchase

Ownership of after sales process with high automation degree and **optician know-how**

Innovation & Technology

State-of-the-art technologies for a digital shopping experience

We are rethinking eyewear – as not everyone knows which eyewear best suits their personality and individual needs. Everyone has a different pace and focus when it comes to choosing an appropriate colour, the greatest possible comfort or the latest fashion trends. That's exactly where we come in.

Based on our extensive tech and data expertise we offer numerous digital features that support and empower our customers to make personal purchasing decisions: from different filters and a virtual 3D try-on to an online eye exam and a home trial where you can order up to four models to try out from the comfort of your own home. This is what Mister Spex stands for!

We communicate our expertise with joy and ease and support our customers through smooth solutions and an inspiring range of the most exciting brands. For maximum flexibility in finding the individual look.



Omnichannel

We combine multifunctional online offers with all the services of a brick-and-mortar optician

Our customers are at the center of everything we do. No matter through which touchpoint they come to us. In order to be able to offer them best-in-class products and customized services of the highest quality, we combine state-of-the-art technologies with many years of experience and the professional expertise of our opticians. Therefore, it was only logical for us to combine our innovative and effective online services with the advantages of brick-and-mortar retail.

Since 2011 we have also been working with local partner opticians in Germany, Austria, Switzerland, Sweden and the Netherlands in order to be able to respond to individual customer needs such as eye exams and glasses adjustments. A milestone was set in 2016 with the opening of our first store in Berlin. Our innovative store concept entirely focuses on the customer experience and follows our online approach. We now operate over 70 stores in Germany, Austria, Switzerland and Sweden and have already received several awards for our innovative omnichannel business model.



Brand Portfolio

For every budget and style

We sell only original products and obtain frames and contact lenses from all major manufacturers. Our assortment is special in Europe: our diverse portfolio offers the most popular premium and designer brands as well as the hottest independent labels. In our online shop and stores you will find more than 10,000 models of glasses and sunglasses from over 100 brands, alongside established major brands like Ray-Ban, Calvin Klein, Prada and Tom Ford, as well as up-and-coming labels like Vasuma, EOE, L.G.R and Akila. All frames are in stock and can be delivered immediately.

We also have high-quality private label products and design collaborations at particularly attractive prices in our range, for example CO Optical, the sustainable CO CO brand, an Ul-tralight series or exclusive capsule collections by designers such as Michael Michalsky, Marcel Ostertag and well-known social media influencers.

Mister Spex also offers an excellent price-performance ratio and full transparency when buying glasses.



Luxury | Premium brands



Private label



Independent

SAINT LAURENT

AKILA

MONCLER
LUNETTES

DKNY
DONNA KARAN NEW YORK

EOE

BOSS
HUGO BOSS

Ray-Ban

BALENCIAGA

GUCCI

FENDI

BOTTEGA VENETA

R
RODENSTOCK

L.G.R

DOLCE & GABBANA

Marc O'Polo
EYEWEAR

RALPH
RALPH LAUREN

VASUMA

VERSACE

MCM

MESSYWEEKEND
COPENHAGEN

Sustainable Brands

With a clear view to the future

We take responsibility and want to make eyewear fashion more sustainable. To this end we are constantly extending our range through exciting brands with sustainably manufactured products.

Bioacetate

When we talk about the sustainable nature of frames, we particularly focus on the use of natural materials during the production process, such as using 100% bioacetate. This material is obtained from renewable raw materials and is both recyclable and biodegradable.

Our own sustainable collection

CO CO, short for Contemporary Conscious, was created as a sub brand of our popular CO Optical collection. The new Mister Spex brand is meant to be inspired by nature, as we only use bioacetate for the frames. In addition, for every pair of CO CO glasses sold the non-profit organization Clean River Project receives one euro.



FAQ

You ask, we answer

What is the main difference between Mister Spex and other opticians?

Thanks to our omnichannel concept, buying glasses at Mister Spex is an easy and completely transparent shopping experience. Through the smart use of data-driven technology we are not only able to offer customers an attractive, inspiring online and offline purchase, but we also enable them to buy their new glasses in a self-determined way.

How does buying glasses online work?

Customers can narrow down their choice in the online shop with the help of filters, such as colour, shape or size. Thanks to the virtual try-on they can easily put on their favourite models via mobilephone, tablet or desktop computer. Mister Spex also offers the option of having up to four frames sent to your home free of charge and without any obligation. Once the decision has been made in favour of a pair of glasses, they are glazed in our optician edging & mounting lab in Berlin. All customers also have a 30-day money-back guarantee on all products.

What does “100% satisfaction guarantee“ mean?

We now have over 7.1 million satisfied customers in Europe. Our focus is to always deliver excellent quality and service. That is why we are rated “very good“ by Trusted Shops. And if a pair of glasses is not the right one after all, we will of course take them back and refund the full purchase price – even in case of individually edged lenses. That is our “100% satisfaction guarantee“.

How and where does Mister Spex deliver?

We operate online shops in ten European countries: Germany, Austria, Switzerland, UK, Spain, France, Netherlands, Sweden, Norway, Finland. We also deliver to the following countries: Belgium, Bulgaria, Denmark, Estonia, Greece, Ireland, Italy, Croatia, Latvia, Lithuania, Luxembourg, Malta, Poland, Portugal, Romania, Slovakia, Slovenia, Czech Republic, Hungary and Cyprus. In addition to our central warehouse in Berlin we can also ship quickly and reliably from our Scandinavian warehouses in Sweden and Norway. Thanks to our state-of-the-art logistics and warehouse systems, we guarantee a high level of service and fast delivery times. More than 85% of our orders leave our warehouse on the same day. More than 20,000 orders are shipped daily.

Who are the investors behind Mister Spex?

We are a member of the Deutsche Börse Venture Network which connects companies with potential investors. Our latest investors were (among others): Scottish Equity Partners, Goldman Sachs, Grazia Equity, XAnge, DN Capital and High-Tech Gründerfonds. Mister Spex SE has been listed on the German Stock Exchange in Frankfurt since July 2021.


Is the Mister Spex omnichannel concept fit for the future?


We are convinced that omnichannel is the concept of the future. By linking both touchpoints seamlessly – online and offline – our customers are empowered and supported holistically. Thanks to new technologies and investments our business model will continue to grow and reinvent itself again and again. We do this always focusing on our customers and the guiding principle: “We empower & inspire people to wear glasses with joy & confidence“.


Social Media

Mister Spex social media networks

 92,000 + followers

 2,400 + followers

 161,000 + fans

 1,300 + subscribers

 9,500 + followers

 Corporate website

