

Berlin, June 1st, 2021

Mister Spex expands Management Board

- Europe's leading digitally driven omnichannel optician Mister Spex adds Maren Kroll (CHRO) and Dr Sebastian Dehnen (CFO) to the Management Board
- New legal form as a European Company (SE)

Mister Spex, Europe's leading digitally driven omnichannel optician, is expanding its Management Board from two to four people. In the course of the company's strong growth and expansion across Europe, the Supervisory Board has appointed Dr Sebastian Dehnen as Chief Financial Officer (CFO) and Maren Kroll as Chief Human Resources Officer (CHRO) of the Berlin-based company. They will be supporting the two Co-CEOs Dirk Graber and Dr Mirko Caspar.

"We are expanding the Management Board in order to distribute the steadily increasing responsibility associated with our strong growth in a targeted manner and also to be well-positioned for our future ambitions at the executive level," says founder and Co-CEO Dirk Graber.

Dr Sebastian Dehnen joined Mister Spex's management team in August 2020; previously he was CFO with car sharing provider Car2Go Group (now Share Now). He will bring his strategic financial and legal perspectives to the board's work. Maren Kroll, with HR management experience at Zalando and Harry's Inc., a leading omnichannel company for shaving and skin care products, has been responsible for human resources at Mister Spex since January 2020 and she will continue to use her organisational and personnel expertise at the executive level to steer the further growth of the company. Her area of responsibility will be expanded to include corporate responsibility and communications.

In the course of the company's continuous European expansion, Mister Spex will also be changing its legal form from a stock corporation under German law to a European company (Societas Europaea, SE for short). "We are a European company that already operates in ten countries and recently started operating our own stores internationally. We want to continue to grow internationally and, in the future, be as large internationally as we are in Germany today. We will map this strategic orientation as a European company with the new legal form," says Co-CEO Caspar.

About Mister Spex:

[Mister Spex](#) was founded in 2007 and is now the leading omnichannel optician in Europe. Its successful business model has been awarded numerous prestigious prizes and has fundamentally changed the optical industry as a key driver of its digital transformation. In just a few years, Mister Spex has developed from a strictly online shop to a successful omnichannel player with over 5 million customers, 10 online shops in Europe, and numerous local shops. As digital natives, technology and innovation have always played a central role in the company's development. These include 2-D and 3-D online fittings and intelligent filter functions. The aim of Mister Spex is to make the purchase of eyewear a simple and transparent shopping experience that's enjoyable. In

addition to a large, diverse range of quality products, the company also offers extensive expertise and advice through its customer service, its own stores, and an extensive network of partner opticians.

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