

Berlin, 1 December 2021

Mister Spex continues to build on its successful omnichannel strategy and aims to be present across Europe with 200 stores in the coming years

Europe's leading digitally driven omnichannel optician is opening its 48th store in Ulm's Sedelhöfe on 1 December. This means that Mister Spex has opened 14 new stores in Germany, Austria and Sweden in 2021 alone, with up to 50 more stores to follow each year in the medium term. The plan is to also expand into countries where there is currently only an online offering. In the medium term, Mister Spex would like to present its range of products locally in more than 200 stores across Europe.

Since the start of the successful omnichannel roll-out with its own shops more than five and a half years ago, the positive synergy effects have shown that the seamless combination of online and offline offerings is the right strategy for the future. "Our customers and their needs are consistently at the centre of all our considerations, which is the decisive success factor for us," says Mirko Caspar, Co-CEO of Mister Spex SE. "We believe in the future of city centres, in our stores and the local offer at selected locations in combination with our online shop – and that's exactly why we want to open significantly more stores in the coming years." Customers can try on a variety of glasses and sunglasses from well-known brands as well as products from the own-brand range on the spot. In addition, Mister Spex offers direct access to the extensive range, which includes more than 10,000 products, and advises customers on all aspects of the perfect fit and the ideal visual experience. At the same time, it is possible to have eye tests and glasses fittings carried out in the stores. Online, Mister Spex seamlessly rounds off the range with individual filter options and functions such as the virtual try on or an online eye check.

Over 900 pairs of glasses and sunglasses from more than 70 brands such as Tom Ford, Gucci or Marc Jacobs can now be viewed and tried on at the new Mister Spex store in Ulm, and the favourite model can be ordered directly to the customer's home, whether it is glazed or not. In order to be able to take advantage of the service offers on site, taking into account the current hygiene and precautionary measures, and to avoid waiting times, it is recommended to make an appointment online in advance.

Address and opening times of the new Mister Spex store:

Store Ulm Sedelhöfe

Bahnhofstr. 18

89073 Ulm

Mon to Sat, 09:30 a.m. to 06:30 p.m.

SEE YOU! at #teamsplex:

<https://corporate.misterspex.com/de/karriere/>

About Mister Spex:

Founded in 2007, Mister Spex SE (together with its subsidiaries, "Mister Spex") is a multi-award-winning company that has become the leading digitally-driven omni-channel optician in Europe. Mister Spex has been at the forefront of the industry's transformational shift, growing from a pure online player into a successful omni-channel optician with more than 5 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. As a digital native, technology and innovation have always been integral parts of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browsing features. Mister Spex focusses on making purchasing glasses a shopping experience that is simple, transparent and, at the same time, fun for customers – offering a comprehensive and diverse range of high-quality products in combination with extensive expertise in optics and advice from the customer service team, its own branches and an extensive network of partner opticians.

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