

Berlin, 4 May 2022

Mister Spex opens several additional stores in Germany in May

Mister Spex, Europe's leading digitally driven omnichannel optician, is continuing its successful growth strategy by opening four new stores in Lower Saxony, North Rhine-Westphalia and Baden-Wuerttemberg in May. The Berlin-based company is thus expanding its store network to a total of 58 stores in Germany, Austria and Sweden. The opening series starts on 4 May 2022 in Braunschweig, followed by openings in Duisburg and Oldenburg on 11 May 2022. From 18 May 2022, the Mister Spex team will welcome and advise customers in Freiburg. In all stores, the staff will provide on-site type and trend advice, as well as eye tests and spectacle fittings.

Visitors in the new stores can access a selected range of around 1,000 pairs of glasses and sunglasses on site. A direct digital link also provides access to the entire online range. It offers a total of over 10,000 pairs of glasses and sunglasses from more than 100 well-known brands, attractive premium and luxury brands, trendy independent labels and high-quality own brands as well as selected designer and influencer collaborations. In the stores, all the eyewear and sunglasses models on display have QR codes and small product cards that visitors can take home to buy their glasses online. Of course, all this is available at completely transparent prices, including free quality lenses¹. To become familiar with the digital Mister Spex world, the employees in the stores are available to provide advice and, for example, create a central customer account.

Mirko Caspar, Co-CEO of Mister Spex SE, explains: "With the consistent link between online business and the store network, we are creating a unique shopping experience for eyewear enthusiasts. Customers decide for themselves which service they need when they prefer to buy glasses and where they use it. We aim to make the eyewear buying experience more intuitive, easier and more transparent."

¹ All frames include two anti-reflective, scratch-resistant single vision plastic lenses (refraction index 1.5) no greater than sph. +6.0/-6.0 D; cyl. +2.0/-2.0 D.

Adresses and opening hours of the new Mister Spex Stores:**Mister Spex Store Braunschweig (starting 04 May 2022)**

Platz am Ritterbrunnen 1
38100 Braunschweig
Mon. – Sat.: 10:00 am till 8:00 pm

Mister Spex Store Duisburg (starting 11 May 2022)

Königstraße 12
47051 Duisburg
Mon. – Sat.: 10:00 am till 7:00 pm

Mister Spex Store Oldenburg (starting 11 May 2022)

Achternstraße 14
26122 Oldenburg
Mon. – Sat.: 10:00 am till 7:00 pm

Mister Spex Store Freiburg (starting 18 May 2022)

Rathausgasse 36
79089 Freiburg
Mon. – Fri.: 9:30 am till 7:00 pm
Sat.: 09:30 am till 6:00 pm

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 omnichannel 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.

Media contact:

Judith Schwarzer | Head of Corporate Communications | Judith.Schwarzer@misterspex.de

Thalissa-Jennifer Klaps | Senior Corporate Communication & PR Manager | Thalissa-Jennifer.Klaps@misterspex.de

Mister Spex SE

Greifswalder Straße 156
D-10409 Berlin
Website: www.misterspex.co.uk
Corporate Website: <https://corporate.misterspex.com/en/>