

Berlin, 30 June 2022

Store number 60: Mister Spex reaches the next milestone with a new branch in Trier

Mister Spex, Europe's leading digitally-driven omnichannel optician, is opening a new store in Trier on 30 June. The Berlin-based company is thus expanding its store network to 60 stores in Germany, Austria and Sweden. Of the 20 store openings planned for this year, Mister Spex has already opened twelve in the first half of the year and is continuing its successful expansion strategy.

Mirko Caspar, CEO of Mister Spex SE, explains: "We are entirely on track. The continuous expansion of our Europe-wide store network is progressing rapidly. We are convinced that our digitally integrated omnichannel offering of online services and local on-site advice creates an intuitive, seamless shopping experience for our customers. I am happy that we are now also represented with a store on the Mosel."

The omnichannel strategy of the listed optician consistently focuses on the individual needs of its customers and enables them to use precisely the service they need and prefer for buying glasses at various touchpoints. Customers in the store also benefit from all the online advantages and can access the entire Mister Spex range virtually, including more than 10,000 pairs of glasses and sunglasses from over 100 brands.

Address and opening hours of the new Mister Spex store:

Mister Spex Store Trier
Simeonstraße 33
54290 Trier
Mo.- Fr.: 10:00 am till 7:00 pm
Sa.: 10:00 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 omnichannel 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 focuses 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 a vast network of partner opticians.

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