

Berlin, 20 June 2022

Mister Spex strengthens its presence in North Rhine-Westphalia with a new store in Bonn

Mister Spex, Europe's leading digitally-driven omnichannel optician, is expanding its retail business in North Rhine-Westphalia with its store opening in Bonn. The Berlin-based company can thus further complete its network of stores locally and round off the range of products already available in Dortmund, Essen, Düsseldorf and Cologne, among others. Stores were recently opened in Regensburg, Düren and Duisburg.

Mirko Caspar, CEO of Mister Spex SE, says: "In the second half of the year, we will continue to gradually expand our presence in locations and want to grow by a total of 20 new stores this year. I am therefore very pleased about the opening in the federal city of Bonn and about our strong presence in North Rhine-Westphalia. For the opening, we wish all employees and visitors much success and joy in buying and selling glasses."

In Bonn, customers can now also get advice on their new glasses or sunglasses on site. In the store, they also benefit from all the online advantages of the digitally-driven optician and can virtually access the entire range, which includes more than 10,000 pairs of glasses and sunglasses from over 100 brands. Through the consistent digital dovetailing of online services and on-site advice, the optician Mister Spex creates an intuitive, seamless shopping experience that enables customers to make use of exactly the service they need and favour for their glasses purchase at various touchpoints - from the eye test to the glasses fitting.

Address and opening hours of the new Mister Spex store:

Mister Spex Store Bonn

Sternstraße 35

53111 Bonn

Mo.- Sa.: 10:00 am till 7:00 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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