

Berlin, 17 August 2022

Strong retail expansion in Germany: Mister Spex opens a number of additional stores in late summer

Mister Spex, Europe's leading digitally-driven omnichannel optician, is further expanding its German retail business and opening three more stores. The store network is being expanded in Baden-Württemberg and North Rhine-Westphalia and comprises a total of 64 stores in Germany, Austria and Sweden. As of today, 17 August 2022, employees are welcoming customers to the new store in Tübingen. On 31 August 2022, the Berlin-based company will open a new store in Konstanz, followed by the new opening in Gütersloh on 7 September 2022.

By growing its retail business, Mister Spex is expanding its omnichannel access to products and services so that customers can access the service they need and prefer when buying glasses. At the new stores, visitors will find a selected range of eyewear and sunglasses, including renowned luxury brands, innovative independent labels and high-quality own brands. Through the consistent digital integration of online services and on-site advice, the optician creates an intuitive, seamless shopping experience.

Mirko Caspar, CEO of Mister Spex SE, explains: "We want people to easily find their perfect eyewear match and thus the right frame and lenses with us so that they can wear their new glasses with joy and confidence. For us, this includes empowering customers to choose their own touchpoints and modalities when selecting their new favourite model – whether online or offline in one of our Mister Spex stores. I wish visitors and employees a lot of fun for the new store openings."

Addresses and opening hours of the new Mister Spex stores:

Mister Spex Store Tübingen (starting 17 August 2022)

Kronenstraße 19
72070 Tübingen
Mon.- Fri.: 09:00 am till 07:00 pm
Sat.: 09:00 am till 04:00 pm

Mister Spex Store Konstanz (starting 31 August 2022)

Kanzleistraße 6
78462 Konstanz
Mon.- Fri.: 09:00 bis 18:30 Uhr
Sat.: 09:00 bis 18:00 Uhr

Mister Spex Store Gütersloh (starting 07 September 2022)

Berliner Straße 49

33330 Gütersloh

Mon.- Fri.: 09:30 am till 07:00 pm

Sat.: 09:30 am till 18:00 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.

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

Online Shop: <https://www.misterspex.co.uk/>

Corporate Website: <https://corporate.misterspex.com/en/>