

Berlin, 15 March 2023

Mister Spex to open new store in Wiesbaden

Mister Spex, the leading European omnichannel optician, announces the opening of its new brick-and-mortar store in Wiesbaden, Germany, on March 15th, 2023. The new store is located at Kirchgasse 56, in the centre of Wiesbaden, and is the 71st store for the company, which has been expanding its presence throughout Germany and Europe.

Mister Spex is known for its optics expertise, offering a wide range of eyewear, including glasses, sunglasses, and contact lenses. The company also provides free eye tests, allowing customers to receive expert advice on choosing the right lenses and frames for their needs.

"We're excited to be opening our 71st store in Wiesbaden," said Co-CEO Mirko Caspar. "Our brick-and-mortar stores provide customers with the opportunity to try on our products in person, and receive expert advice from our team of opticians. We believe that our combination of online convenience and in-store expertise is the perfect way to serve our customers."

The new store will showcase Mister Spex's latest eyewear collections, including brands such as Ray-Ban, Oakley, Persol and Gucci, as well as its own high-quality brands. Mister Spex's Wiesbaden store will be open from Monday to Saturday from 9:30 am to 7:00 pm, providing customers with ample time to browse and shop for their perfect eyewear.

Address and opening hours of the new Mister Spex store:

Mister Spex Store Wiesbaden (opening 15 March 2023)

Kirchgasse 56

65183 Wiesbaden

Mon.- Sat.: 9:30 am till 07:00 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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