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Marketing expert Davide Croci joins Mister Spex as new CMO

Mister Spex, the leading European omnichannel optician, announced today that Davide Croci will be joining the team as the new Chief Marketing Officer, starting on April 1st. He comes with over 15 years of experience in marketing and sales leadership, having previously served as the VP of Marketing, Sales and Commercial Development at FlixBus. During his tenure, he oversaw the successful growth of FlixBus across more than 30 markets, steering demand for all group's verticals and brands including the rail carrier FlixBus and the historic US coach brand Greyhound.

"We are thrilled to have Davide on board with us at Mister Spex," said Mirko Caspar, Co-CEO of Mister Spex. "His track record as a successful marketing strategist and his experience in scaling and leading high performance teams make him a perfect fit for the role. We are looking forward to growing and innovating in the eyewear industry with Davide on our team." In his new role, Davide Croci will report directly to Mirko Caspar and will guide the marketing team through the next chapters of profitable growth in Europe. He will be responsible for the areas Acquisition Marketing, Brand & Retail Marketing, CRM, International and Category Management.

"I am excited to join the talented team at Mister Spex and help shape the future of the company," said Davide Croci. "Mister Spex has already established itself as a leader in the online eyewear retail industry, and I look forward to working with the team to take it to the next level."

Davide Croci's leadership experience and expertise in scaling businesses will be crucial in driving Mister Spex's growth and innovation as they continue to lead the omnichannel eyewear industry in Europe.

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 6.6 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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