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Mister Spex wins German Sustainability Award in the "Pharmacies and Medical Retail" sector

- The decisive factor for the award is above all the company's ecological and social commitment
- In the future, Mister Spex will continue to work on topics such as product range, resource protection and corporate culture
- The ceremony for the German Sustainability Award will take place on 23 November in Düsseldorf

Mister Spex, Europe's leading digitally driven omnichannel optician, wins the German Sustainability Award in the "Pharmacies and Medical Retail" sector. The award is the largest of its kind in Europe and is presented by the Stiftung Deutscher Nachhaltigkeitspreis e.V. (German Sustainability Award Foundation) in cooperation with the German Federal Ministry for the Environment and the German Chamber of Industry and Commerce. A jury of four experts decided in favour of Mister Spex in the "Pharmacies and Medical Retail" sector on the basis of publicly available data on sustainability from ten nominated companies in the category. "We are very pleased that our ecological and social commitment to date has been recognised", says Mirko Caspar, Co-CEO of Mister Spex. "At the same time, the award is an incentive for us to continuously develop in the area of sustainability and to boldly break new ground in the future."

Corporate responsibility as an integral part of the business model

Since its founding in 2007, Mister Spex has focused on the needs of its customers through the smart use of data-driven technology, so that they can find the perfect pair of glasses for them regardless of time and place. At the same time, the omnichannel optician assumes corporate responsibility and has launched numerous sustainability initiatives. On the one hand, Mister Spex is responding to the growing desire of consumers for a sustainable lifestyle. For example, the company introduced the virtual try-on in 2011 in order to reduce CO2 emissions through fewer shipments and returns. Mister Spex also offers a glazing service to have existing frames re-glazed.

The range of environmentally friendly and sustainable brands is also constantly being expanded. Already, more than 850 pairs of prescription glasses and sunglasses from 30 brands that are considered sustainable are available in the stores and in the [online shop](#). These include the new [Mister Spex EyeD collection](#), whose glasses are individually produced by 3D printing after a face scan. Unlike other processes, there is no waste in 3D printing, as excess material is collected and reused for printing the next batch. Another sustainable brand is "[share x Mister Spex](#)". When you buy a pair of glasses from the collection, Mister Spex, together with OneDollarGlasses, donates another pair of glasses to a person in Burkina Faso. Overall, Mister Spex wants to use only recyclable and sustainable materials in the future and completely do without single-use plastic by 2025.

In addition to the sustainable value proposition, Mister Spex also focuses on the social aspects of its employees. Diversity, equality and inclusion (DEI) are firmly anchored in the corporate culture. Mister Spex is characterised in particular by its socio-cultural diversity, its many international employees from 63 nations and its balanced gender representation. To facilitate the transition to a more equitable, inclusive and regenerative culture, Mister Spex encourages and supports open conversations about DEI and mental health. Internal communication takes place in German, English and Polish and sign language interpreters are available - e.g. at Town Hall meetings at the logistics site. Open dialogue between all levels is promoted in a variety of ways: For example, strategies and plans are broken down into OKRs (Objectives and Key Results) together with the employees three to four times a year and then worked on very independently. The satisfaction and commitment of the employees are then regularly surveyed in anonymous polls and there is always the opportunity to address and discuss questions and concerns directly or anonymously with superiors and the Management Board.

Award ceremony for the German Sustainability Award on 23 November

The German Sustainability Award will be handed out on 23 November in Düsseldorf. Co-CEO Mirko Caspar will receive the award in person on site. It will also be announced who will receive the German Sustainability Award as a lighthouse and role model in a field of transformation. Guests will include the Federal Ministers Steffi Lemke and Boris Pistorius.

About Mister Spex SE:

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 7.1 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 focusses 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 an extensive network of partner opticians.

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