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Mister Spex launches Eye Health Check

Mister Spex, one of Germany's leading optical retailers, is expanding its in-store service offering with the introduction of a preventive eye health check. The new service is already available in 38¹ Mister Spex stores across the country and will be rolled out to all 65 stores by the end of June. It is aimed at all customers interested in preventative eye care – particularly those aged 40 and above, for whom regular eye health checks are especially important.

The introduction of the Eye Health Check marks a significant step in Mister Spex's strategy – moving beyond the traditional focus on eyewear sales towards a broader approach to optical care. This new service supports the company's positioning as "The Optician for Life", offering medically relevant added value, strengthening the role of retail stores, and tailoring services to meet the needs of an ageing population. The core target group is people aged 40 and above – identified as a strategically important demographic within the company-wide transformation program "SpexFocus". At the same time, the Eye Health Check helps address a growing gap in the healthcare system: long waiting times, decreasing specialist capacities, and the fact that many eye diseases initially develop without symptoms and often go undetected for a long time are making early preventive care increasingly important. By identifying potential indicators of conditions such as glaucoma, age-related macular degeneration or diabetic retinopathy, the service significantly improves optical care service.

Technology-Driven, Medically Validated

The Eye Health Check consists of four components: refraction, medical history (anamnesis), intraocular pressure measurement, and a high-resolution fundus scan. For the evaluation, Mister Spex collaborates with the medical service provider Skleo Health. The subsequent validation of the results takes place digitally after the examination. Customers then receive a detailed report via email – including a specialist's assessment of any abnormalities.

In the pilot phase, abnormalities were detected in around 15 percent of checks. The service effectively bridges the gap between in-store optical consultations and prevention – making eye care more accessible, standardized, and relevant for everyday life. The introductory price is € 49.95.

Included for Subscription Customers – Free as Part of Mister Spex Switch

Subscribers to Mister Spex Switch, the company's newly launched eyewear subscription model, benefit even further: the annual Eye Health Check is included free of charge. This creates a fully integrated

¹ The Eye Health Check has so far been rolled out in the following Mister Spex stores: Augsburg, Bamberg, Berlin Alexa, Berlin Gropius, Berlin Mall of Berlin, Bielefeld, Bonn, Braunschweig, Duisburg, Erfurt, Erlangen, Göttingen, Hamburg Spitaler, Hanover, Heidelberg, Heilbronn, Karlsruhe, Cologne Schildergasse, Konstanz, Krefeld, Leipzig, Ludwigsburg, Magdeburg, Mannheim, Munich Olympia, Munich Pasing, Munich PEP/Neuperlach, Nuremberg, Osnabrück, Reutlingen, Sindelfingen, Spandau Arcaden, Steglitz, Stuttgart, Tübingen, Ulm, Wilma, and Würzburg.

service package that combines convenience, style, and optical care – tailored to the needs of a target group for whom vision means more than function: it means quality of life.

“With the Eye Health Check, Mister Spex adds a meaningful preventive care component to its service portfolio, reinforcing our commitment to being more than just a provider of glasses,” says Tobias Krauss, CEO of Mister Spex. “This initiative strengthens our positioning as a comprehensive eye care partner – and brings us one step closer to being perceived as a trusted companion through all stages of life.”

About Mister Spex SE:

Mister Spex is one of Germany’s leading optical retailers, distinguished by its seamless integration of online and offline presence, innovative technologies, a comprehensive product range, and exceptional customer service. Since its founding in 2007, Mister Spex has evolved from a pure online player to a successful omnichannel optician with more than 8 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. Mister Spex employs over 120 highly qualified opticians who ensure top-notch optical services in their stores. As a digital native, technology and innovation have always been central to the company’s development. Utilizing advanced technologies such as digital 2D-to-3D tools for frame adjustment and intelligent browsing functionalities, Mister Spex sets new standards in the optics industry, offering extraordinary value to its customers. Mister Spex focuses on making the eyewear purchasing experience unique, simple, transparent, and enjoyable, combining a wide and diverse range of high-quality products with extensive optical expertise and advice through customer service, its own stores, and an extensive network of partner opticians.

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