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## Pioneer in the Optical Market: Mister Spex Launches Online Subscription Model

Mister Spex, one of Germany's leading optical retailers, has launched its subscription service "Mister Spex Switch", for prescription glasses and sunglasses online. This makes Mister Spex the first optical retailer in Germany to offer a subscription-based eyewear rental model online.

Customers can now select the subscription option directly during the checkout process on [the Mister Spex website](#). The subscription model allows customer to choose at least two pairs of glasses – with the option to exchange one model for a new design after twelve months. The subscription package includes: insurance, free lens adjustments, and a free annual eye health check, underscoring the company's strategic focus on preventive vision care. Customers also gain full access to Mister Spex's extensive assortment of around 100 brands and 12,000 products.

Following the strong performance of the subscription model in its retail stores, this digital launch marks another milestone in scaling recurring revenue streams. It also enables Mister Spex to reach new customers, enhance profitability of the online channel, and further reinforce its positioning as a comprehensive optical care provider.

### Strong growth and high demand in retail stores

Since its launch in retail stores on May 14, 2025, "Mister Spex Switch" has become an integral part of the company's offering, with more than 3,000 subscriptions already started. In June and July alone, the model accounted for around 10% of total store revenue. These figures underscore the model's strong customer appeal and its potential to drive recurring revenues.

"Just two months after its launch, Mister Spex Switch is already making an important contribution to our profitability and customer retention," says Tobias Krauss, CEO of Mister Spex. "The strong performance in our retail stores played a key role in the decision to expand the model to our online channel."

### Premium product mix and strong customer acquisition

The subscription model also supports the company's strategic objective of shifting the product mix toward higher-margin categories. Within the Switch offering, customers tend to choose more premium products – driving a significantly higher average order value (AOV). The AOV within the subscription model is approximately three times higher than that of standard in-store purchases. A significant share of orders includes progressive lenses and customized prescription sunglasses, with progressive lenses making up around one-third of all prescription glasses within Switch subscriptions, while prescription sunglasses represent close to 30% – both well above typical in-store levels. Switch also proving effective for customer acquisition, with over 40% of subscriptions being first-time buyers.

**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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