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Mister Spex Expands Lens Portfolio – Premium Branded Lenses Strengthen Position in the High-Margin Prescription Glasses Category

Mister Spex SE, one of Germany's leading optical retailers, is expanding its lens portfolio with the introduction of a new line of premium branded lenses, marking an important step in the company's ongoing transformation program "SpexFocus." With this launch, Mister Spex further strengthens its optical expertise, broadens its product offering with high-quality premium solutions, and enhances profitability by increasing the share of higher-margin prescription lenses. The new premium lenses are introduced in collaboration with HOYA, one of the world's leading manufacturers of prescription lenses. This partnership reflects the highest standards in quality, innovative technologies, and tailored vision solutions – particularly in the prescription lenses segment.

The premium lenses are available in single vision, progressive, and office lenses. They deliver clear benefits for customers with complex visual requirements, such as high prescriptions or pronounced astigmatism, and offer additional personalization through advanced lens designs. The new line is therefore aimed at customers with the highest expectations for both vision comfort and aesthetics.

The launch also reinforces the role of Mister Spex's physical stores within its omnichannel model, further enhancing the attractiveness, service, and product range of its retail presence. Across its 65 stores in Germany, more than 120 highly qualified opticians provide in-person consultations and can now draw on an even broader range of solutions thanks to the new premium branded lenses. This is especially relevant for an older customer base, whose visual needs are often more complex and demand the highest precision.

"With the introduction of premium branded lenses, we are further strengthening our position in the high-margin prescription glasses category while reinforcing the role of our stores in providing in-store expertise," said Tobias Krauss, CEO of Mister Spex. "Expanding our premium portfolio is an important part of our focus on sustainable profitability and reinforces Mister Spex's role as the optician for every stage of life."

Following the successful introduction of the "SpexPro" premium lenses in September 2024, the launch of HOYA's premium lenses marks another milestone in the company's premium segment expansion. After a successful test phase in selected stores, the new premium lenses are now available in all Mister Spex stores across Germany, with the online rollout covering Germany, Austria, and Switzerland.

More information is available [here](#).

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.

Investor Relations:

Irina Zhurba | Director of Investor Relations | irina.zhurba@misterspex.de

Press Contact:

Elena Schneiders | Head of Corporate Communication | elina.schneiders@misterspex.de

Mister Spex SE

Hermann-Blankenstein-Strasse 24

D-10249 Berlin

Website: www.misterspex.de

Corporate Website: <https://corporate.misterspex.com>