

Berlin, 26 February 2026

Mister Spex continues selective Store Expansion and opens new Premium Store on Berlin's Kurfürstendamm

Mister Spex, one of Germany's leading opticians, announces the opening of a new premium store on Berlin's Kurfürstendamm, one of the city's most prominent shopping streets, on February 26, 2026. The company now operates seven stores in Berlin and 66 stores across Germany.

Expansion of new stores is aimed at accelerating profitable growth and enhancing the company's margin profile. It focuses on markets where Mister Spex already has strong brand awareness and established demand for optical services. This approach allows the company to deepen its presence in proven locations, build scale within its nationwide network and further strengthen its market position. The new store on Kurfürstendamm reflects this approach in one of Berlin's most highly frequented premium retail locations. Ten years after launching its first store in Berlin, Mister Spex now operates seven stores in the capital and has built a strong presence in the city's retail landscape.

The new store reflects the concept Mister Spex has gradually established over the past year. This includes a clear focus on preventive eye care, as well as personalized consultation, particularly in the selection and fitting of frames and lenses. Services such as the Eye Health Check, which was rolled out nationwide in June 2025, address a growing gap in the healthcare system, where long waiting times and limited specialist capacity drive demand for easily accessible optical service. By introducing services that enable the early detection of potential indicators of serious eye conditions, Mister Spex expands its role in optical care and supports its positioning as the "the optician of your life".

"Our new store on Kurfürstendamm is led by a team of seven experienced professionals who stand for high-quality consultation and service. For us, strong store performance starts with strong local teams. In a high-frequency location like Kurfürstendamm, this combination of visibility and expertise allows us to deliver consistent service quality and build long-term customer relationships," says Heinzpeter Mandl, Senior Vice President Commercial at Mister Spex.

Mister Spex Store Kurfürstendamm

Kurfürstendamm 200, 10719 Berlin

Mon - Sat: 10:00 a.m. to 8:00 p.m.

About Mister Spex

Mister Spex is Germany's leading omnichannel optician, 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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