



**The leading digitally  
native omnichannel  
optical brand in Europe**

**Elevator Pitch**  
8<sup>th</sup> April 2022

# Mister Spex at a glance

The #1 online-driven omnichannel optical brand in Europe

€194m

Revenue 2021

18%

YoY revenue growth

49.1%

Gross margin 2021

€4.1m

AEBITDA 2021

(1) Q4 2020 Germany; online shoppers 18-59 years old

10

Countries

54

Stores

>5.8m

Customers

72%

Aided Brand Awareness<sup>(1)</sup>



Revenue by segment

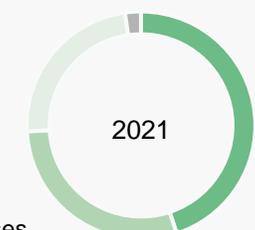
International



Germany

Revenue by category

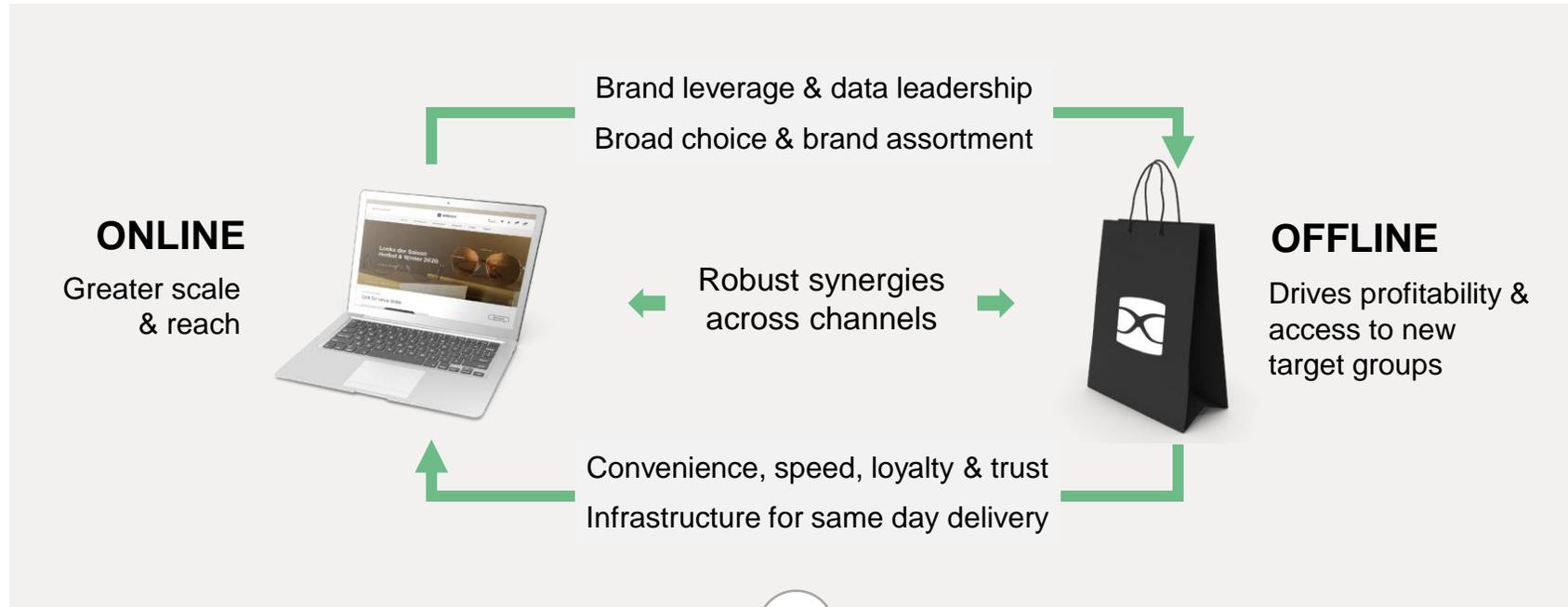
Contact Lenses



Sunglasses

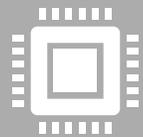
Prescription Glasses

# Our business model works – Omnichannel customer experience across online and offline



Incremental improvements to reach **sustainable ~25% mid-term growth:**

- High customer **NPS**
- High **repurchase rates**
- Increasing customer lifetime value (**CLV**)
- Decreasing customer acquisition cost (**CAC**)

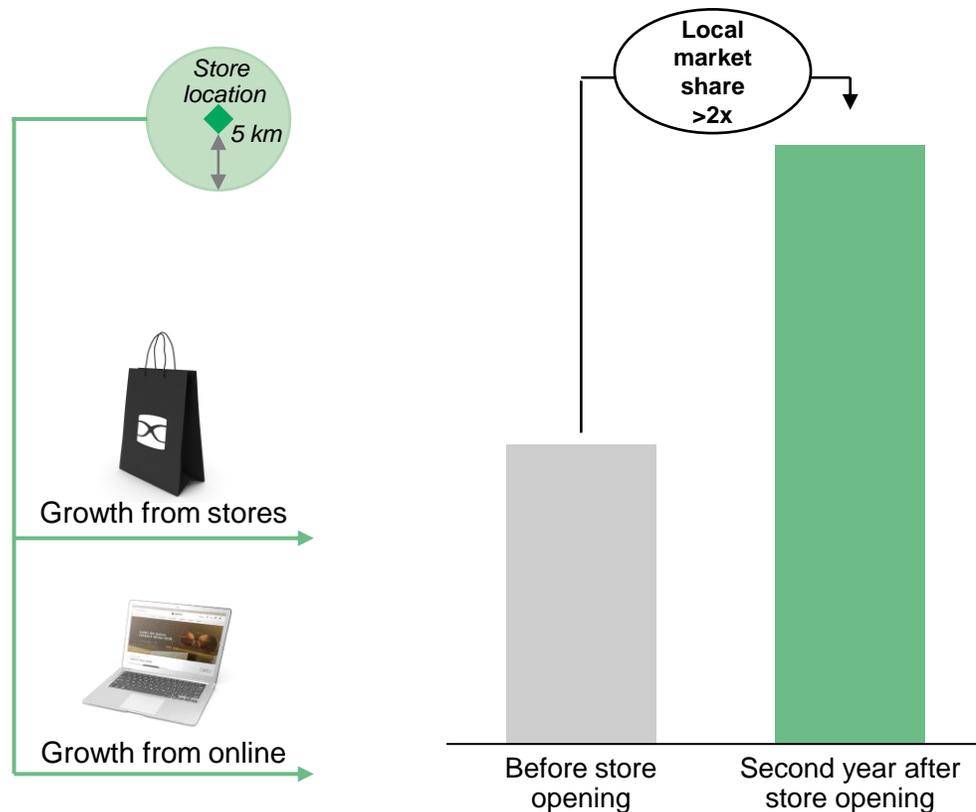


## Tech enablement to create easy shopping experience

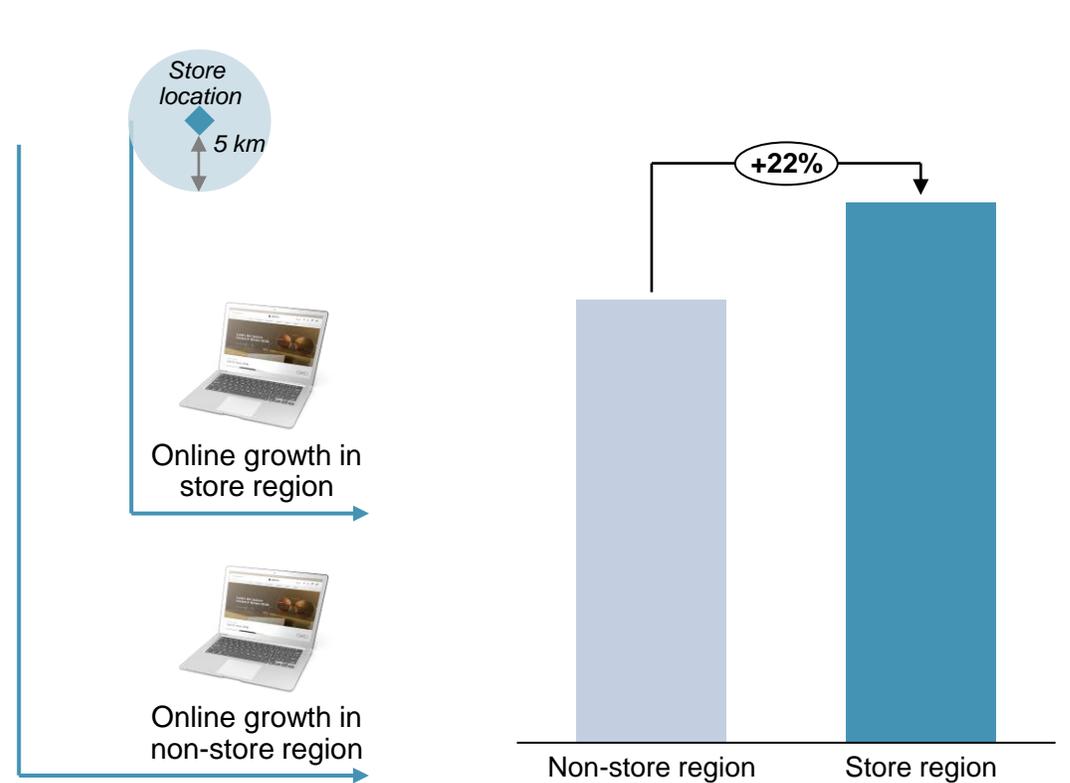
Frame size recommendation, PD-/Segment height measurement, online eye exam

# Higher online sales and doubling of market share in store-regions

New stores drive market share of a region up by 2x immediately...



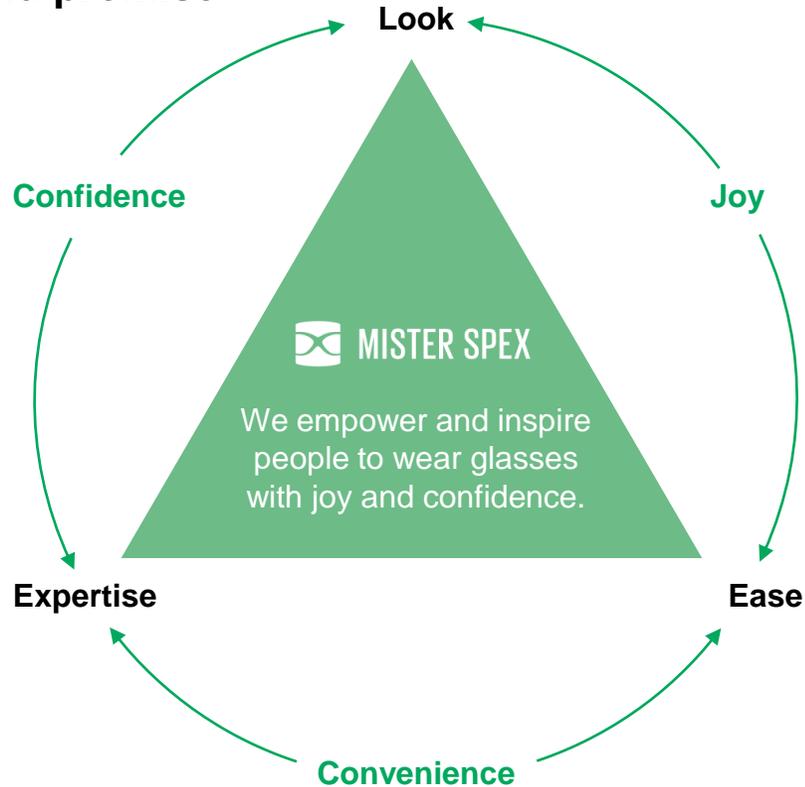
... boost pure online growth<sup>(1)</sup> in store-regions vs. non-store regions



(1) Comparison of indexed growth rates of year 3 after a store opening vs. 12 months before a store opening comparing the region within 5 km around a store (for all store opened > 3 years) to all regions not within 5km radius around any store

# Delivering a superior customer value proposition

## Brand promise



## Strong value proposition

- ✓ Largest and most relevant assortment:  
>10,000 SKUs
- ✓ Transparent pricing:  
>30% average savings
- ✓ Convenient fulfillment:  
Stores as base for same day delivery
- ✓ Differentiated omnichannel experience:  
54 stores in Germany, Austria and Sweden

# Outlook for the full year 2022

**Moderate double-digit revenue growth** that will be slightly higher compared to the growth rate of **18.2% in the prior year**

**Increase in adjusted EBITDA** compared to **EUR 4.1 million in 2021**



# Disclaimer

This presentation contains forward looking statements, other estimates, opinions and projections with respect to anticipated future performance of Mister Spex SE (“Forward-looking Statements”). These Forward-looking Statements can be identified by the use of forward-looking terminology, including the terms “believes”, “estimates”, “anticipates”, “expects”, “intends”, “aims”, “plans”, “predicts”, “may”, “will” or “should” or, in each case, their negative, or other variations or comparable terminology. These Forward-looking Statements include all matters that are not historical facts. They appear in a number of places throughout this presentation and include statements regarding Mister Spex SE’s intentions, beliefs or current expectations concerning, among other things, Mister Spex SE’s prospects, growth, strategies, the industry in which it operates and potential or ongoing acquisitions. By their nature, Forward-looking Statements involve significant risks and uncertainties, because they relate to events and depend on circumstances that may or may not occur in the future. Forward-looking Statements should not be read as guarantees of future performance or results and will not necessarily be accurate indications of whether or not such results will be achieved. Similarly, past performance should not be taken as an indication of future results, and nor representation or warranty, express or implied, is made regarding future performance. The development of Mister Spex SE’s prospects, growth, strategies, the industry in which it operates, and the effect of acquisitions on Mister Spex SE may differ materially from those made in or suggested by the Forward-looking Statements contained in this presentation or past performance. In addition, even if the development of Mister Spex SE’s prospects, growth, strategies and the industry in which it operates are consistent with the Forward-looking Statements contained in this presentation or past performance, those developments may not be indicative of Mister Spex SE’s results, liquidity or financial position or of results or developments in subsequent periods not covered by this presentation. Any Forward-Looking Statements only speak as at the date of this presentation is provided to the recipient and it is up to the recipient to make its own assessment of the validity of any Forward-looking Statements and assumptions. No liability whatsoever is accepted by Mister Spex SE in respect of the achievement of such Forward-looking Statements and assumptions.