



**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

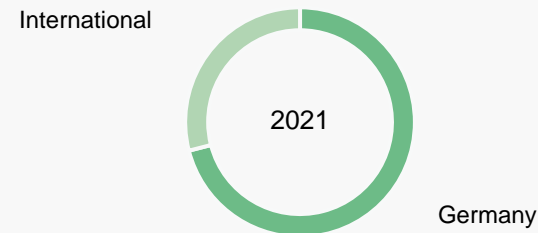
Customers

72%

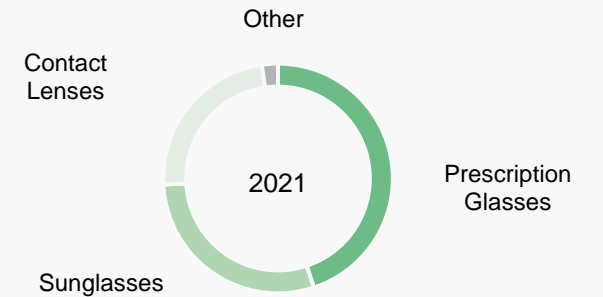
Aided Brand Awareness<sup>(1)</sup>



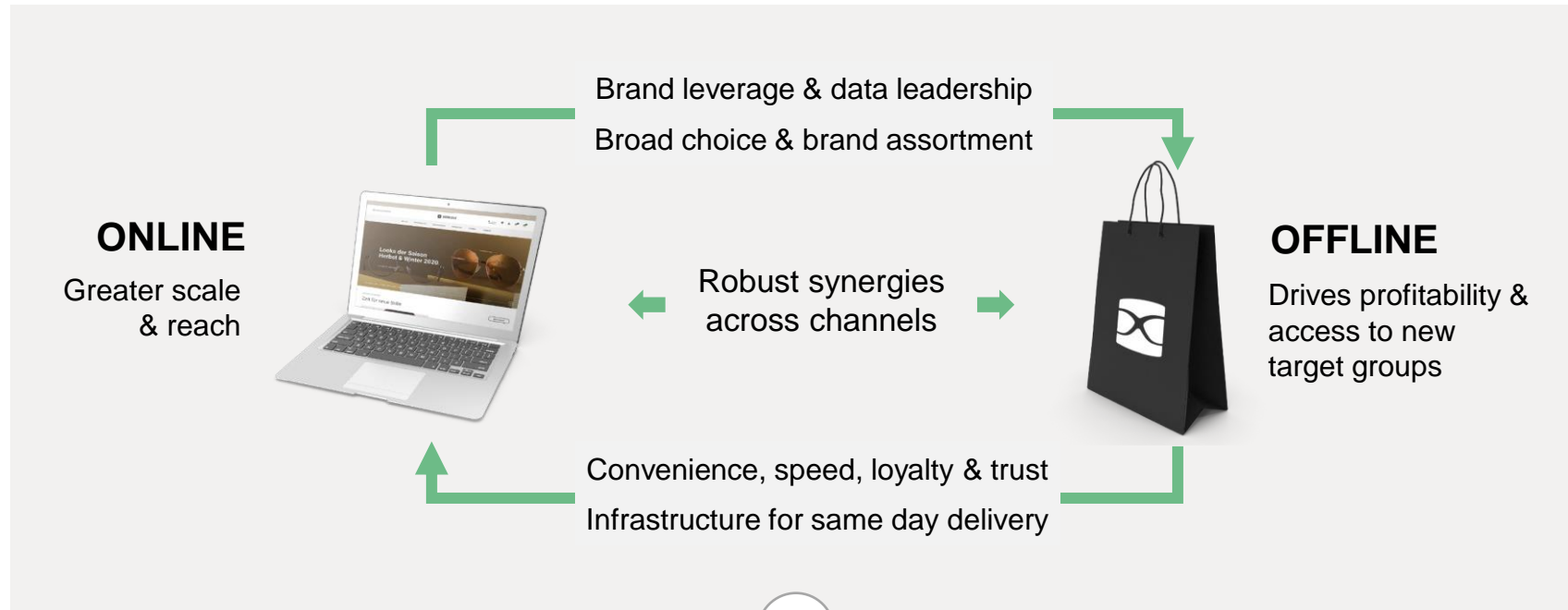
Revenue by segment



Revenue by category

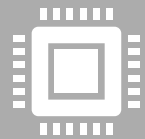


# Our business model works – Omnichannel customer experience across online and offline



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**)

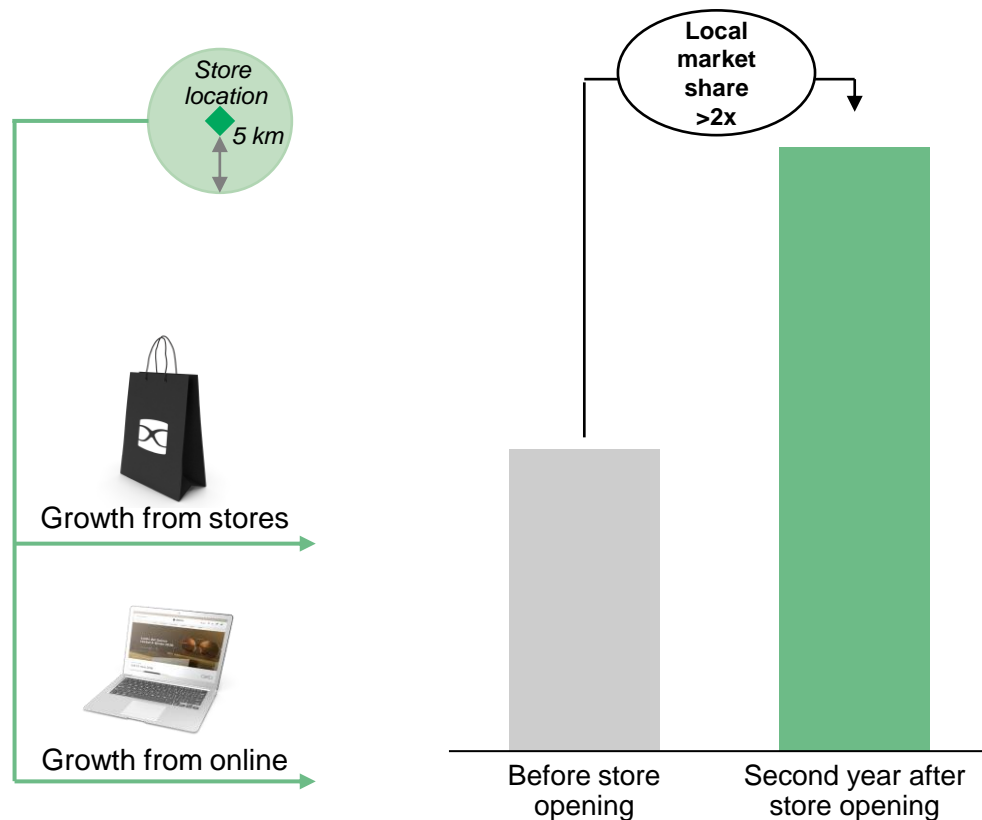


## Tech enablement to create easy shopping experience

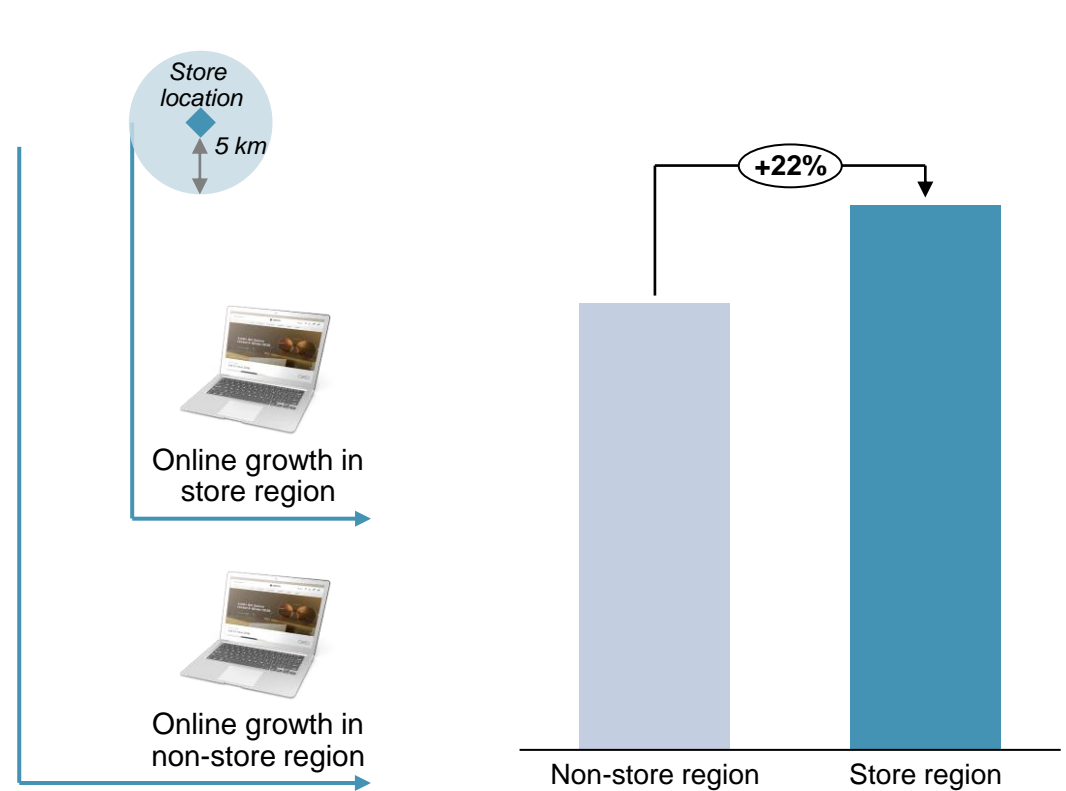
Frame size recommendation, PD-/Segment height measurement, online eye exam

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

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



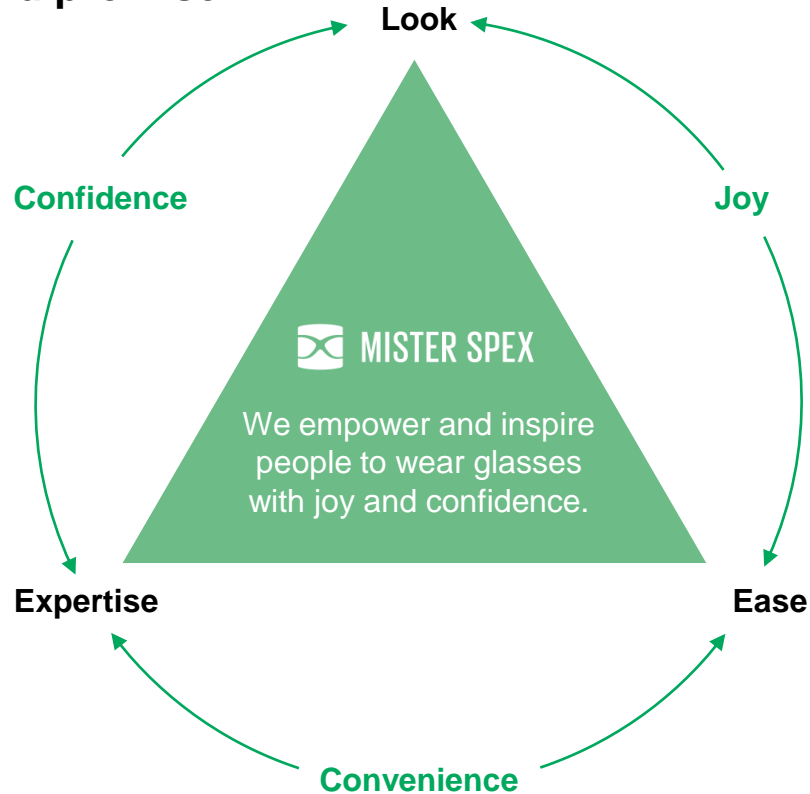
... boost pure online growth<sup>(1)</sup> in store-regions vs. non-store regions



(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**



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