

MISTER SPEX

The leading digitally native omnichannel optical brand in Europe

Investor Meeting Presentation November 2022 - March 2023



Agenda

- 1 Company Overview
- 2 Strategy
- **3** Q3 2022 Results



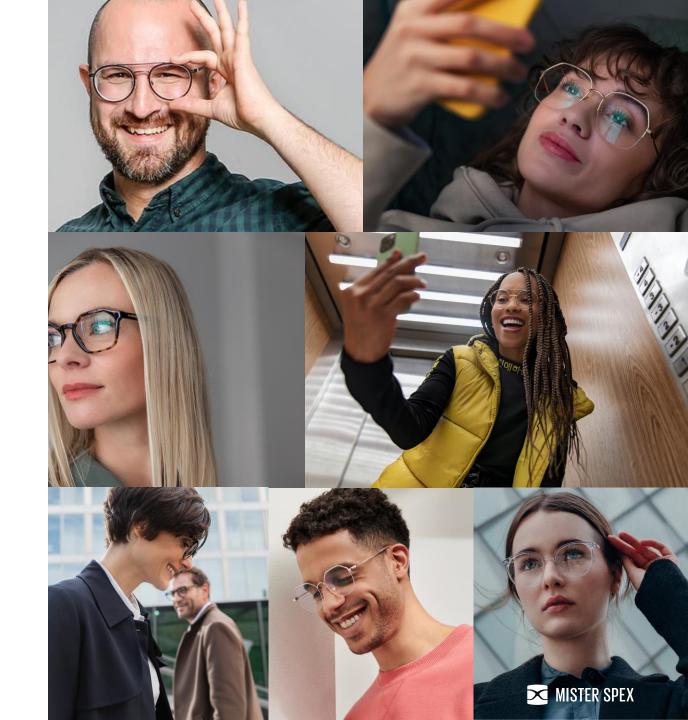
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Company Overview



Our purpose

We empower and inspire people to wear glasses with joy and confidence



Mister Spex at a glance

The #1 online-driven omnichannel optical brand in Europe

€194m

18%

Revenue 2021

YoY revenue growth

49.1%

Gross margin 2021

-40bp

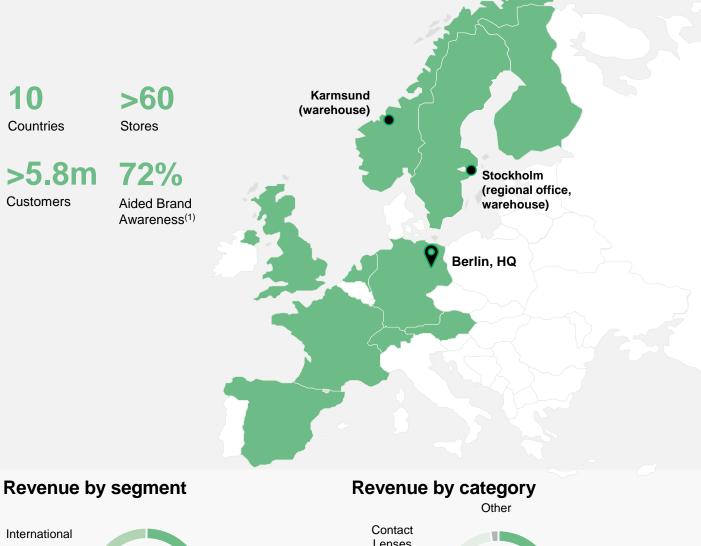
YoY growth

€4.1m

AEBITDA 2021

-39%

YoY AEBITDA growth











We are operating in a high margin market...

	Prescription eyewear	Luxury	Fashion
Gross margins ⁽¹⁾	72%	63%	54%
EBITDA margins ⁽¹⁾	21%	26%	15%
Average order value	High	High	Medium
Non-discretionary, predictable replacement cycle	\bigcirc	\otimes	\otimes
No obsolescence of inventory	\bigcirc	\bigcirc	\bigotimes

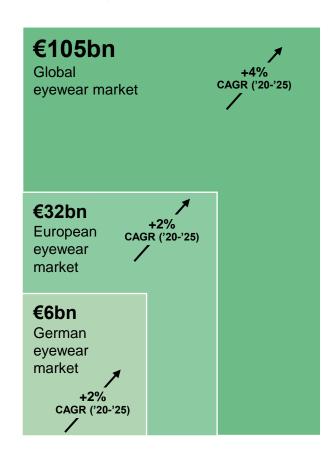
⁽¹⁾ Refers to median last reported fiscal year gross and EBITDA margins; Eyewear category leaders: Essilor Luxottica, Fielmann, GrandVision; Luxury category leaders: Canada Goose, Hermes, Kering, LVMH, MyTheresa, Richemont; Fashion category leaders: Boozt, Boohoo, H&M, Lululemon, VF Corporation;

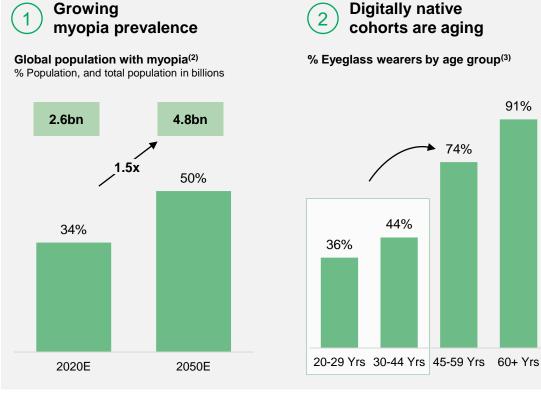


...with strong growth and structural tailwinds

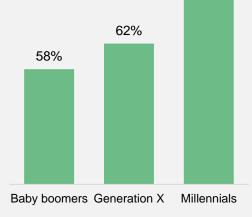
Global eyewear market⁽¹⁾

Macro trends











⁽¹⁾ Source: 2020 market sizes per Euromonitor (2021); Graph not to scale

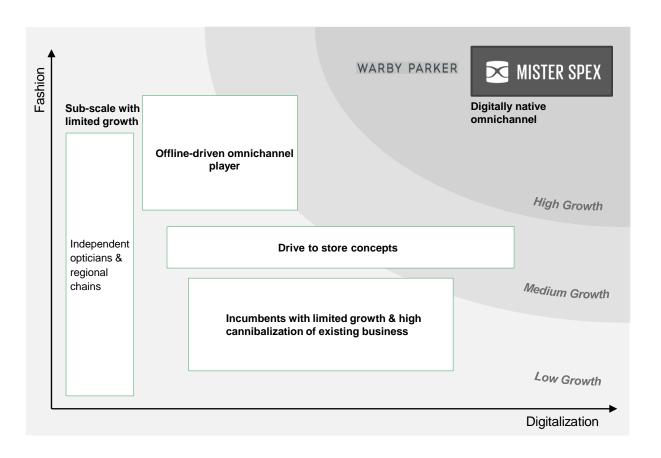
²⁾ Brien Holden Vision Institute (2016); Global population of ~7.5 billion people in 2020 and 10 billion people in 2050

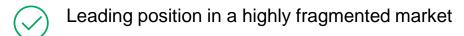
⁽³⁾ ZVA (2019); Germany only

⁽⁴⁾ EyeMed survey (2018)

We have a unique positioning in a fragmented eyewear market

Positioning in the eyewear market



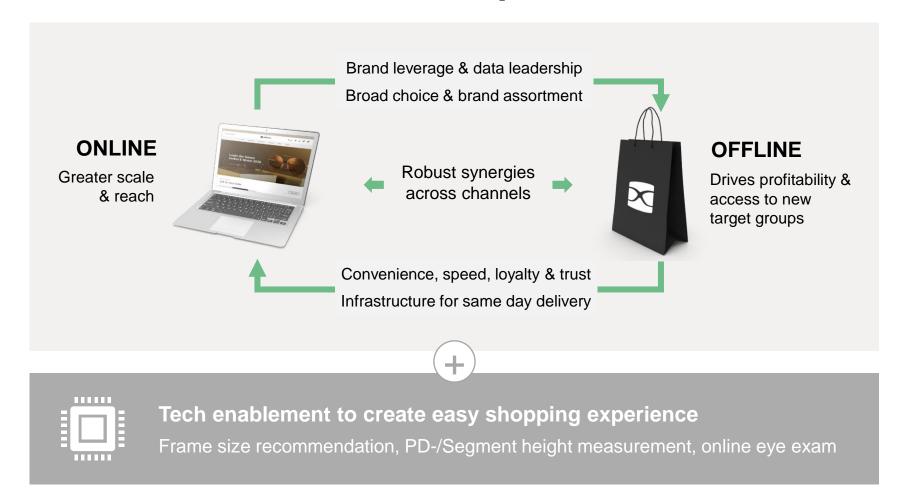


Comprehensive multi-brand assortment addressing a broad customer base drives marketing scalability

- Disrupting status quo optical retail displacing legacy opticians that cannot compete with digital offer
- Digitization of optical retail is transforming the market structure in our favor
- No other pan-European player with the same scale, brand awareness and comprehensive offering



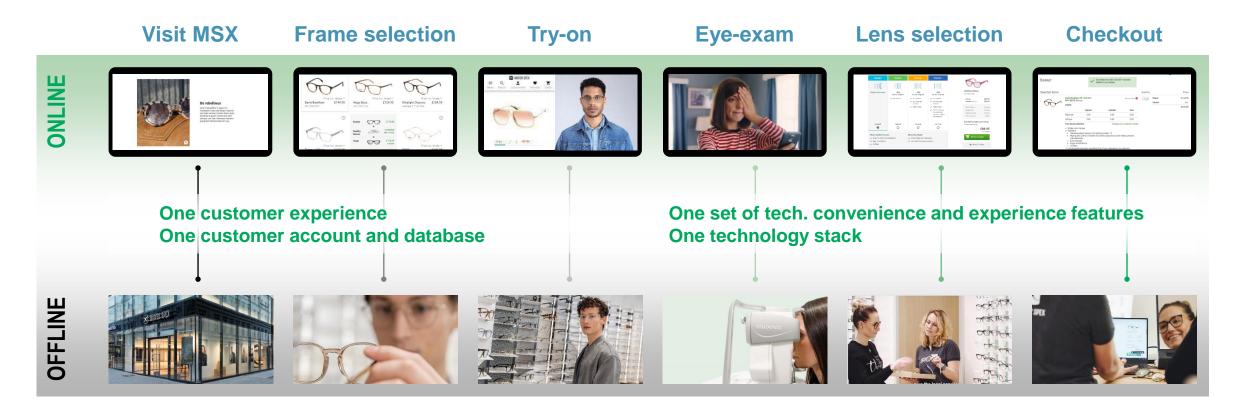
Our business model works – Omnichannel customer experience across online and offline



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)

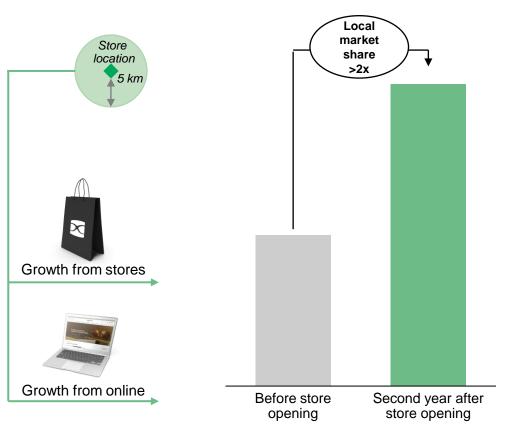
We ensure a consistent customer experience across all online and offline touchpoints



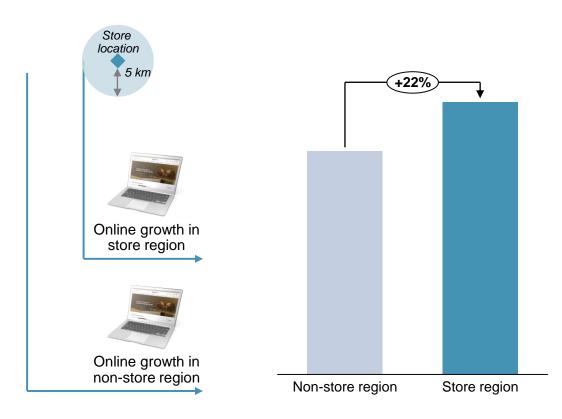


Higher online sales and doubling of market share in store-regions

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



... boost pure online growth⁽¹⁾ in store-regions vs. non-store regions

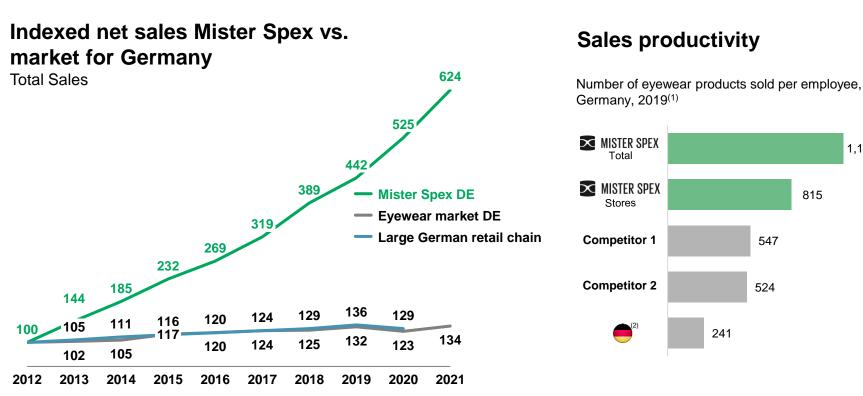


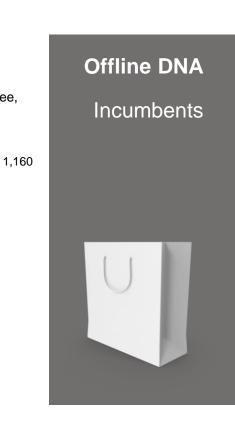
⁽¹⁾ Comparison of indexed growth rates of year 3 after a store opening vs. 12 months before a store opening comparing the region within 5 km around a store (for all store opened > 3 years) to all regions not within 5km radius around any store



Our omnichannel model results in leading sales productivity







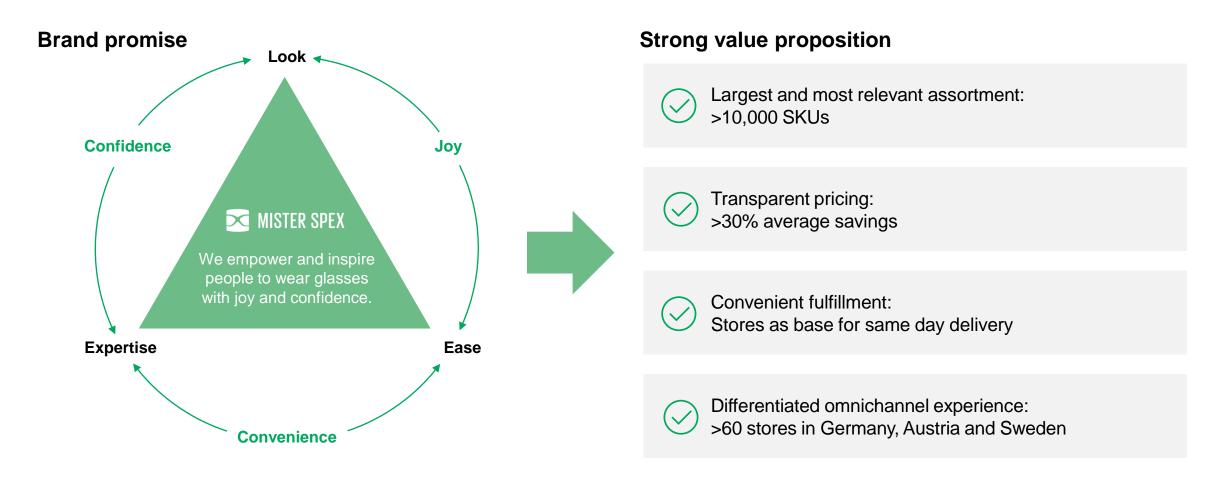
Mister Spex clearly outperformed the German eyewear market in any year since 2012



⁽¹⁾ Only for prescription glasses and sunglasses; employees measured as average between FYE December 2019 and FYE December 2020

⁽²⁾ ZVA sector report (2019-2020)

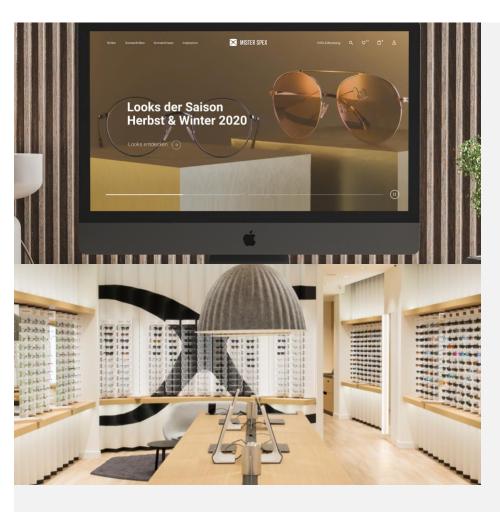
Delivering a superior customer value proposition



Transforming eyewear shopping from pain to joy – demonstrated by our >70 NPS



Disrupting eyewear retail starts with a strong brand...



WE CREATE THE WINNING BRAND TO:

- Inspire our customers
- Achieve top of mind awareness and attract organic traffic
- Provide unique selling environment for eyewear brands
- Leverage online brand into store rollout
- Create barriers to entry for competition

>100m

People walk by our stores p.a.

>5.8m

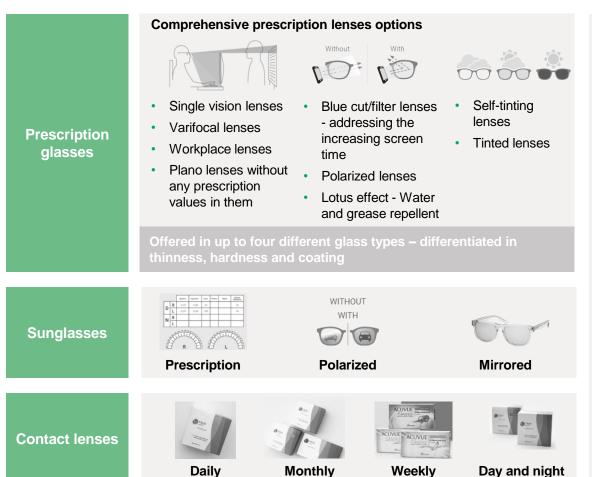
Customers

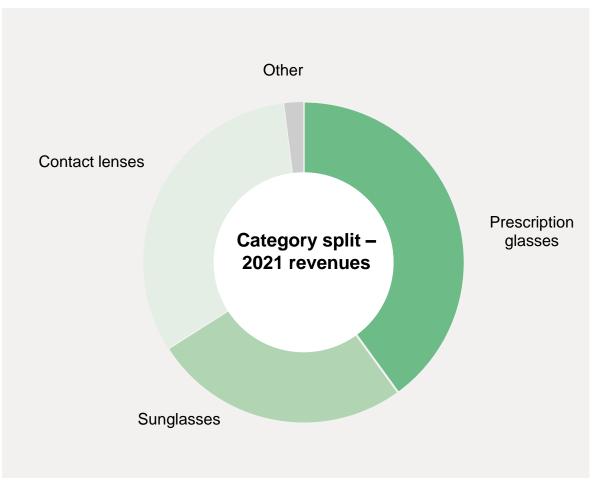
72%Aided brand awareness⁽¹⁾

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



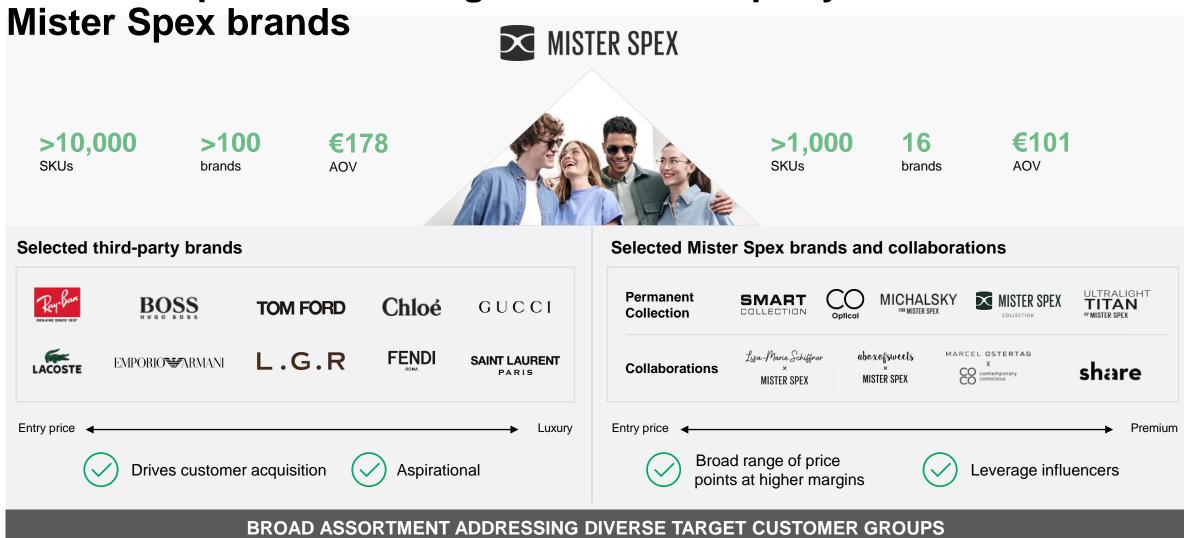
...addressing all product categories, with further increasing share of high-margin prescription glasses







Our broad product offering includes third party brands and own Mister Spex brands





Sustainable products are well established in our product range

Broad sustainable brand range

From brands both internally and externally



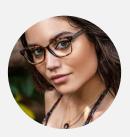
EOE



Stella McCartney



Marcel Ostertag
X CO CO



Wood Fellas



CO CO – Contemporary Conscious

Sustainable glasses range



100% organic

the glasses are created from a purely natural product – two thirds of the bio acetate is from renewable raw materials



Recyclable and biodegradable

minimizing the future environmental impact



€1 goes to the Clean River Project

for every pair of glasses sold from our CO CO Collection



We created a state-of-the-art infrastructure to serve customers

Warehouse capacity

- > 10,000 sq. meters logistic hub in Berlin
 - ~50% utilization rate (up from ~35% in 2017)
- In-house edging & mounting lab
- Fully automated contact lens logistics
- 2 additional DCs in Sweden and Norway to serve local markets

Logistics & lab capability



- 3 DCs to supply all customers throughout Europe
- Ship more than 20,000 orders / day (capacity: up to 40,000 orders / day)
- >85% of orders shipped within the day of order⁽¹⁾
- Algorithmic-based sourcing and merchandising processes

Customer service



- Centralized customer service
- Ability to handle consultation-intensive requests (e.g., most optician-near inquiries)
- Efficiently balance costs and process high volumes by outsourcing select first level customer service parts

Source: Company information



⁽¹⁾ Applies to all non-prescription products with a cut-off at 4pm; Prescription products with stock lenses leave the distribution center with 1-2 days

Experienced and founder-led management board



DIRK GRABER FOUNDER & CO-CEO

Areas of responsibility:

- Business development
- IT
- Data analytics
- Operations and purchasing



DR. MIRKO CASPAR CO-CEO

Areas of responsibility:

- Marketing
- Category management
- Product management
- Retail stores
- International markets



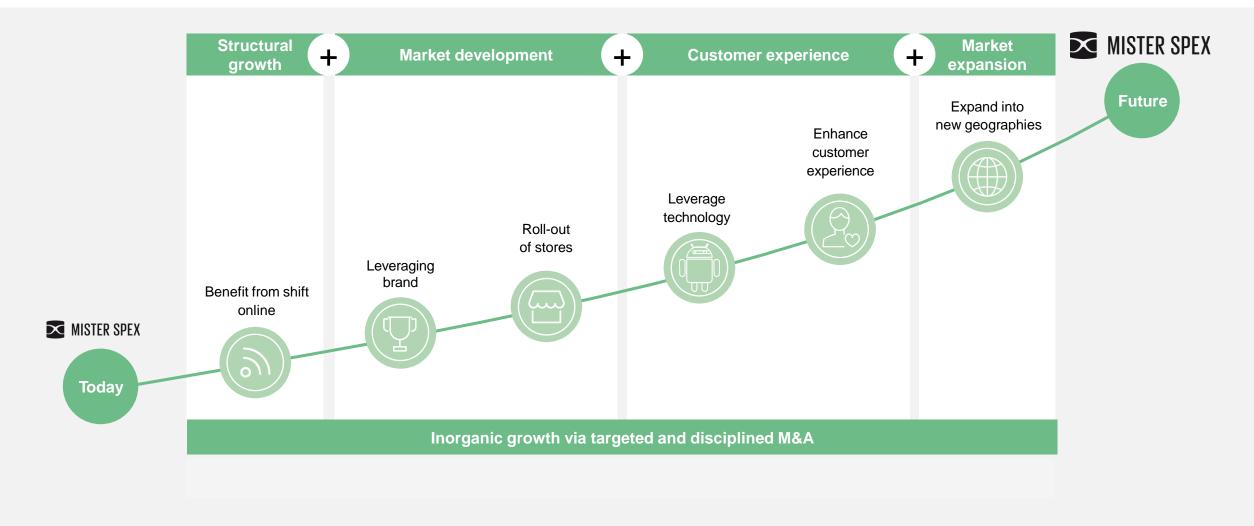
MAREN KROLL CHRO

Areas of responsibility:

- Human Resources
- ESG
- Corporate
 Communications



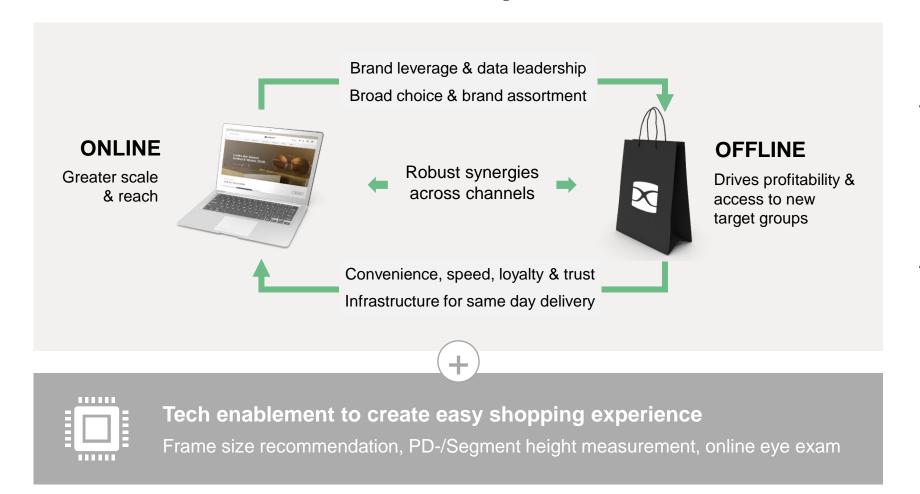
Multiple drivers of predictable and profitable long-term growth



Strategy



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)



Our unique store concept increases brand awareness





MSX shelves Open, easy to select, no barriers



MSX lounge Convenient, friendly & open



MSX eye exam Latest technology, efficient, convenient, seamless



MSX glasses card Convenient, functional, advice-driven



Omnichannel education Create customer accounts, seamless POS

Growing number of stores in prime retail locations



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Disciplined data-driven store selection criteria



Revenue per store c.3x higher than German market average⁽¹⁾



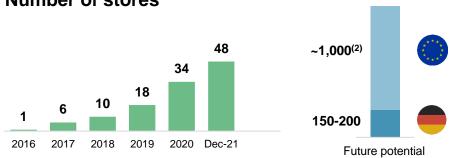
Short payback periods

ource: Company information, ZVA Eyewear Study (2019)

(1) Based on revenue generated by first 10 stores (opened in 2016-2018) in year 2 after launch. German marke based on ZVA Eyewear Study (2019)

Includes the UK

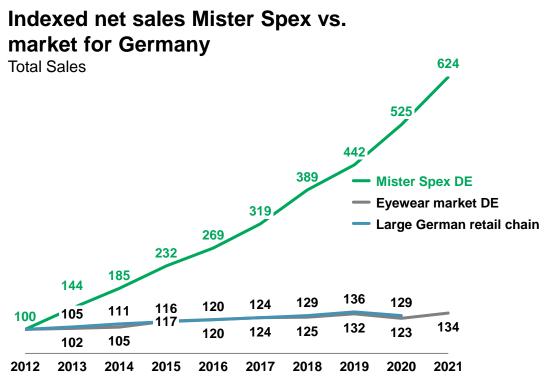
Number of stores

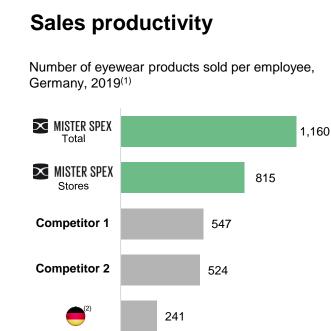


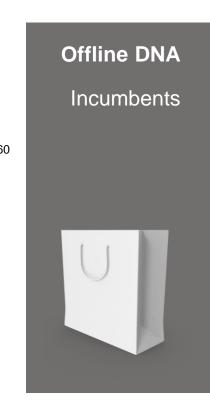


Our omnichannel model results in leading sales productivity









Mister Spex clearly outperformed the German eyewear market in any year since 2012

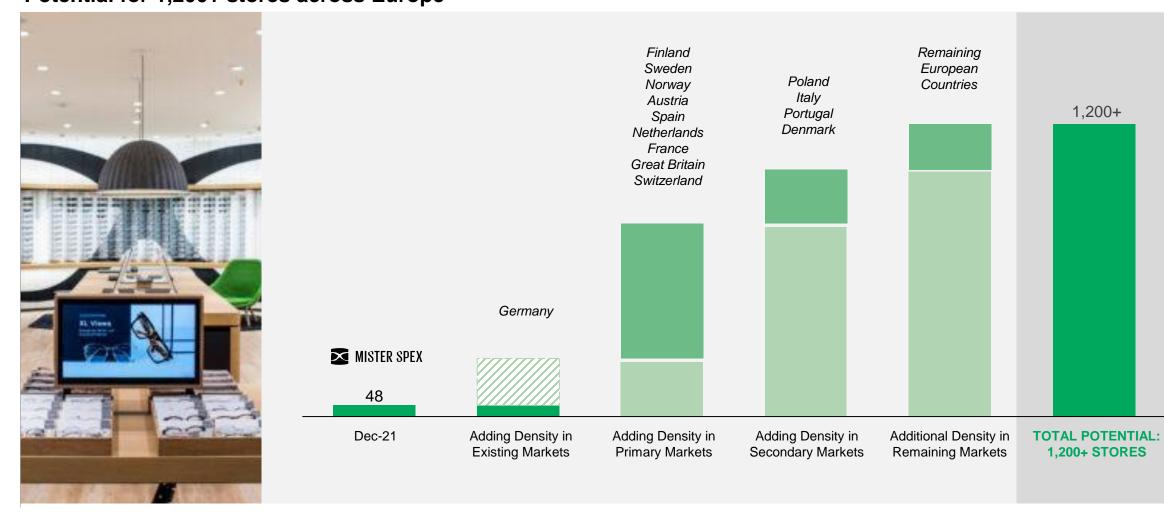
(2) ZVA sector report (2019-2020)



⁽¹⁾ Only for prescription glasses and sunglasses; employees measured as average between FYE December 2019 and FYE December 2020

Massive whitespace opportunities to expand retail footprint

Potential for 1,200+ stores across Europe





Diligent location pipeline management focuses on prime locations in key cities





Leveraging comprehensive data capabilities and tech-enabled operations is part of our DNA...

Tracking In-depth market Online-driven Competitor insights Customer tracking (.com, social media, Order data Product data data collection retail stores, etc.) Testing Data ~120 >5% Integrated Smart engineering omnichannel technology decisionmaking In-house tech experts⁽¹⁾ in stack in-house of revenues Data Machine cross-functional teams invested in technology⁽²⁾ modelling learning Marketing **Physical** Warehousing Sourcing Online shop Merchandising & logistics & sales stores Data-driven Media: ML⁽³⁾ performance Margin & CR optimization Store roll-out based on macro Process optimization Algorithmic assortment & price Inventory management operational and micro location model Forecasting management excellence • Bidding: Own attribution & Inventory management per Private label concepts Stock and assortment Funnel optimization Capacity planning across the CLV⁽⁴⁾ prediction model Digital asset management Freight cost management value chain

Source: Company information

- (1) Including product manager, developer, QA engineers, UX designer, etc.
- Salaries of tech personnel, cost for external development, cloud hosting, etc.

CRM: Personalized services

& next best offer

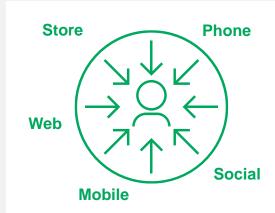
- (3) ML stands for machine learning
- (4) CVR stands for conversion rate



Lab management

...resulting in a leadership position in digital eyewear

- 1 Customer-first omnichannel approach
- Data-driven decisions, personalization & automation
- Full ownership of scalable tech stack
- The right team to own & innovate



Seamless omnichannel customer journey puts customer's preferences at the center



- Superior data availability
- Trusted, centralized & enriched data
- Increase customer satisfaction and boost business steering



- Single tech stack across all on- and offline touchpoints
- Fully operated in the cloud and highly scalable



- Patent pending 3D face scanning technology
- Data- and tech-driven operational excellence across the team of ~120 skilled tech & product FTEs



Pupillary distance measurement live in all countries and online eye test expanded to Sweden

Here's how it works



Download the app

Search for "Mister Spex" in the App Store.



Start the measurement

To do this, enter your order number and email address and follow the instructions on the screen.

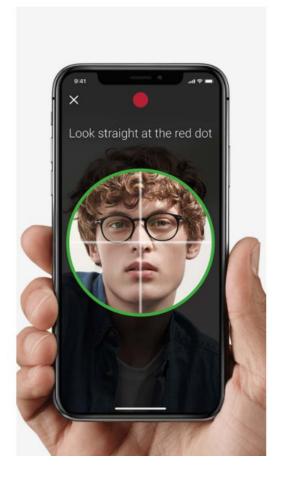


Look directly at the red dot

Hold the device up and align your face with the centre of the information we need to screen. Then look at the red



Now we have all the complete your order. We'll automatically add the pupillary distance to your order when you click "send" in the app.



Pupillary distance (PD) measurement:

- PD measurement via App available for iPhone and iPad with FaceID.
- Values are automatically added to the order and production can start.

Online eye test:

- Expanded to Sweden after launch in Germany last year
- Next country on the list is the UK.
- Conversion rate following the eye test is >90%

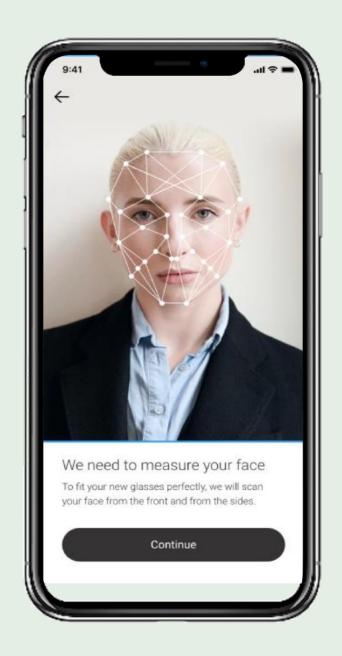


Acquisition of 100% of Deep-Tech Company Tribe completed

- Mister Spex acquired all outstanding shares of Tribe GmbH¹
- Now optimal environment for cross-functional tech teams to continuously deploy innovative new features to make the customer journey to buy eyewear smoother

Mister Spex customers will benefit:

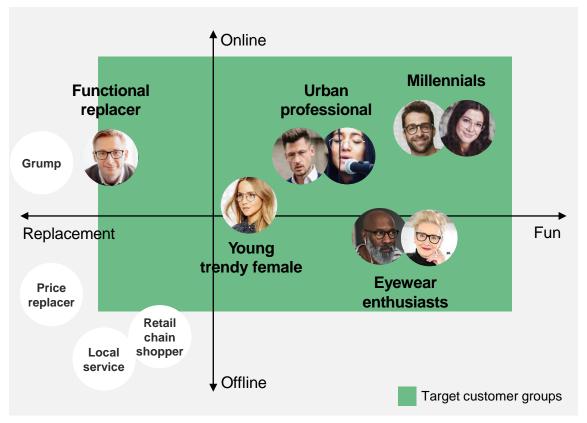
- Frame size recommendations
- PD & segment height measurements
- Bespoke 3D printed frames



^{1.} Since October 2020 Mister Spex SE owned 48% of Tribe GmbH, 100% acquired in May 2022

Unique brand positioning addressing a wide range of customers

Mister Spex's target customer segmentation – conceptual⁽¹⁾



Mister Spex's brand positioning

Core target customer groups, representing **52% of the market**⁽¹⁾

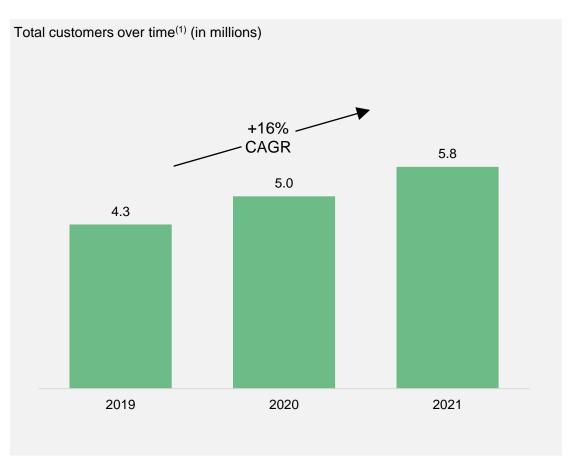
	Millennials	Eyewear enthusiasts	Young trendy female	Urban professional	Functional replacer
Segment size	9%	17%	7%	8%	11%
Age group	25-39	45+	20-29	25-39	30-45
AOV (single vision; progressive)	€180; €360	€240; €500	€200	€180;€330	€180
Style	Self-confident and trendy	Trendy to extravagant	Trendy but insecure	Trendy and individualist	Functional, not trendy
Key purchasing driver	Broad selection, value for money	Fashionable products	Convenient customer journey	Personal fit	Practicality and quality



⁽¹⁾ Mister Spex customer research study 2018: Germany 18-59 year-old online shoppers with prescription requirement

Increasing and highly loyal customer base to be further expanded

Total customers over time



Repeat purchase rate



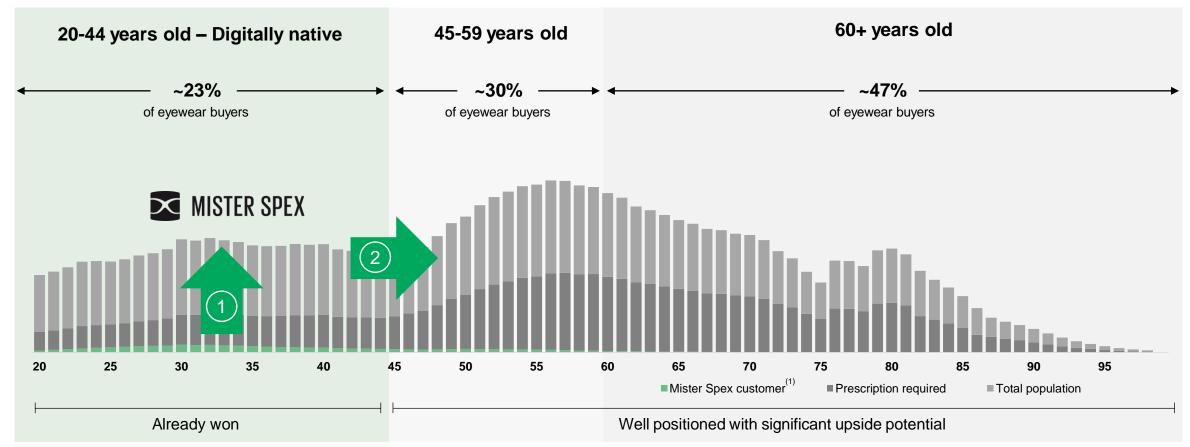
⁽¹⁾ Number of uniquely identified customers who have placed at least one order. In this context, only orders that are not cancelled are considered

²⁾ Calculated as existing customers orders divided by total orders, after cancellations, 2019-2020, Germany

We have already won digitally native eyewear buyers and are well positioned to expand reach and market share

1 Increase market share in existing core customer groups

Extend focus to 45–59-year-old eyewear buyers

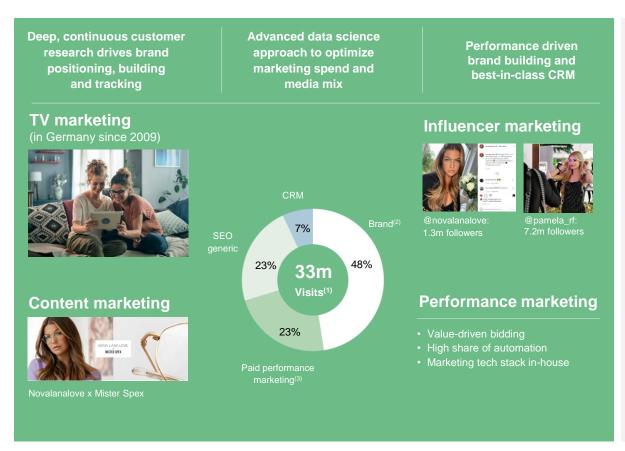


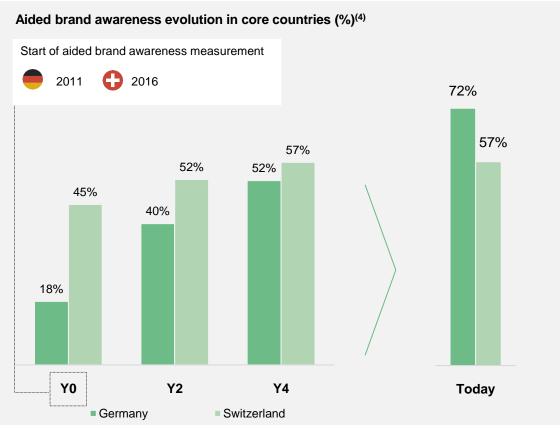
Source: Company information, Statistisches Bundesamt (2020), ZVA Eyewear Study (2019)

(1) All customers that bought prescription products or eye exam vouchers



Proven marketing playbook across multiple channels drives brand awareness...





Source: Company information

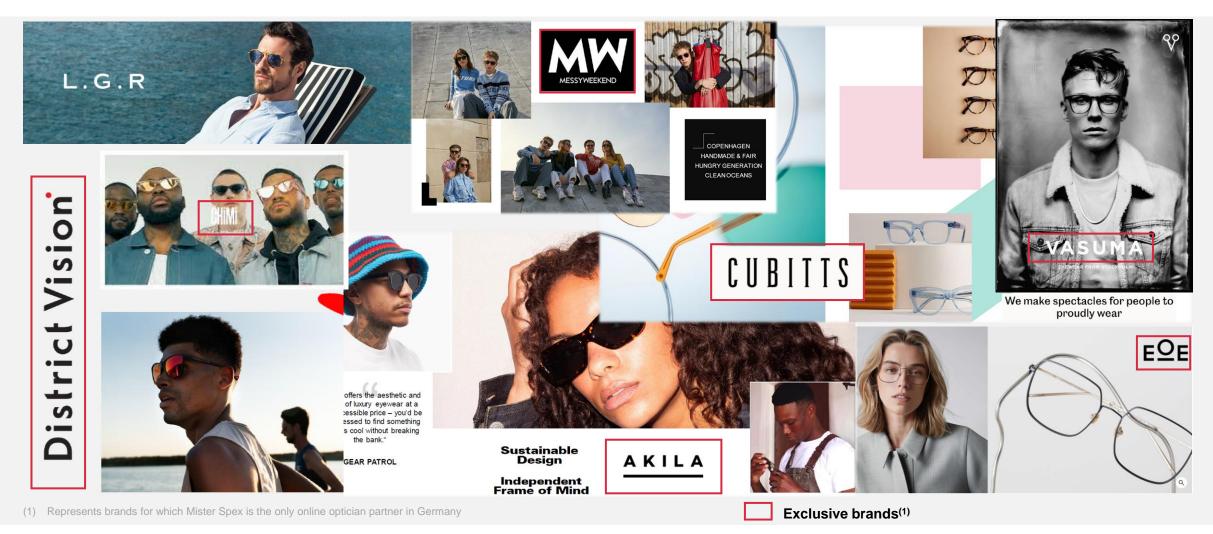
Note: Y0 refers to the year Mister Spex started measuring brand awareness in each country

(1) Refers to Germany, 2020

- (2) TV, social media, influencers, display, online video, direct, others and untracked
- (3) SEM, Non-brand, shopping, affiliates, partners, prices and retargeting
- (4) Refer to Q4 of each year; today as of Q4 2020 for Germany and Q3 2020 for Switzerland



Collaborations extend and deepen Mister Spex's fashion and luxury attributes



Exclusive Mister Spex brands and collaborations deliver strong sellout performance











Mister Spex brands and collaborations

- Important to increase brand awareness and drive brand heat
- Sellout performance exceeded initial expectations

Michalsky for Mister Spex

- German designer who worked as creative director for large brands such as Levi's and adidas
- Be happy collection combining modern streetstyle with urban chic

Liz Kaeber x Mister Spex

- Successful fashion, lifestyle and travel influencer with >1 million followers
- Launch of three sunglasses in cateye style





Q3 2022 Results



Agenda of today

01 Executive summary

O2 Strategic Update – Lean 4 Leverage

Q3/9M 2022 Financial Performance

04 Q&A



Strong growth of 18% in demanding environment



Resilient growth +18% in Q3 2022

+16% in Prescription glasses +36% in Sunglasses (+40% in Prescription sunglasses)

Market outperformance

Market declined by c. -11%¹



Execution of **Lean 4 Leverage** progressing well

All levers are on track

Impacts already visible in Q3



High accessible liquidity² of 144mEUR



Benefiting from current market environment



- 1. Based on GfK data for sunglasses, frames and prescription lenses in sales value (%). On the date of publishing only July and August data available.
- 2. Cash, cash equivalents and other financial assets (including 70mEUR in term deposits and 24mEUR in money market funds)



Selected and careful adjustments to drive profitability and growth

Europe's leading digitally-driven omnichannel optician

Lean for Leverage (L4L)

Europe's leading digitally-driven omnichannel optician ... with positive free cash flow

Before

Q3 2022

Q4 2022

Q1 2023

Q3 2023

onwards...

01 Concentrate on the core

02 Optimise price, mix and product margin

03 Lean for operational leverage

Lean 4 Leverage "Concentrate on the core"

DACH omnichannel and Retail productivity



Training, assortment adjustment, labor flexibilization and sales incentives



کوم Personnel staffing tool Incentivisation model



Data-driven customer experience

Capturing consumer data for more effective and relevant targeting

Customer data ~2m active customers



Drive conversion and reduce returns by recommending the perfectly fitting frame for every face

A/B testing shows >20% increase in conversion



Net Revenue

Lean 4 Leverage

"Optimise price, mix and product margin"

Marketing spend effectiveness

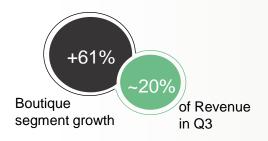
Prescription glasses, private label, boutique

Allocating marketing budget to the **most efficient channels** – ie performance marketing

Cost per Visit -7% in Q3
-235bps in marketing spent for the quarter

+200 new SKUs own brand prescription glasses

Expand very profitable **Boutique assortment**



Price increases and reduced discounts

Reduce:

Voucher discounts and combination discounts

Instead:

Targeted campaigns
and price increase across
categories



Lean 4 Leverage

"Lean for operational leverage"

Personnel cost management

Strategic reorganization in HQ has been completed

Headcount on the level of **August 2021** for HQ

Close management of other costs

Paused or delaying non strategically relevant projects

Upgrading functionally driven company to a matrix-based structure + monthly tracking of overhead costs



Key financial highlightsStrong result in a challenging environment



Net Revenue

€ 58m Q3 21: € 49m

Robust net revenue performance in Q3, supported by +5% growth in number of visits QoQ1



Gross profit

47.1% Q3 21: 46.0%

Strong and expanding gross margin, supported by favorable product mix and growing boutique share



Guidance

Confirmed

Winning market share

in a difficult environment



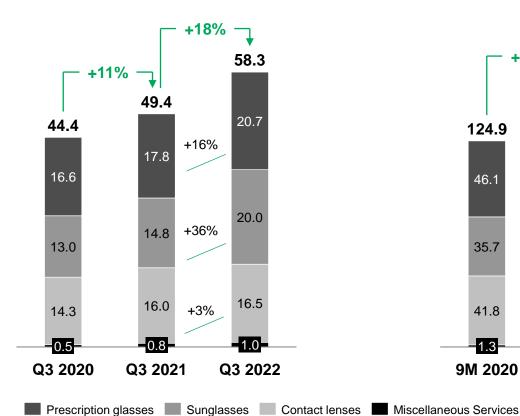
Stores: LFL 2019 and earlier

Net revenue development

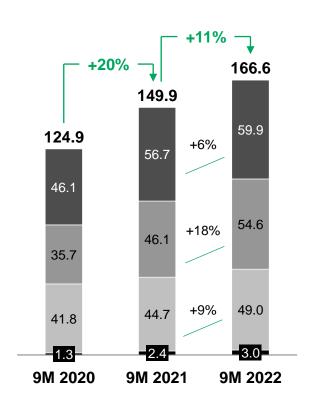
Growth driven by sunglasses and prescription glasses

Q3 Net Revenue

EURm



9M Net Revenue



Q3

Strong growth in prescription glasses from returning customers buying online

Robust **QoQ** growth of 12% in prescription glasses

Sunglasses benefited from +32% growth in number of orders

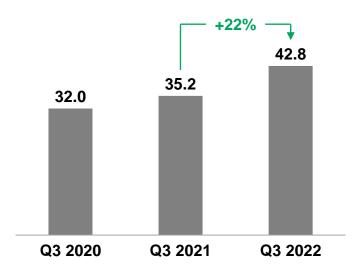
Strong growth in **sunglasses with prescription** of 40% for the group

+4 stores in Q3, ending the quarter with 64 stores

Robust performance in Germany

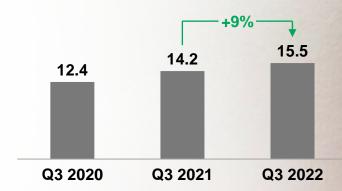
Growth driven by core market

Net Revenue – Germany



>40% sales share and +17% growth in prescription glasses
2020 LFL panel* is growing at +13%

Net Revenue – International EURm



As part of L4L program, marketing has been reallocated towards DACH region

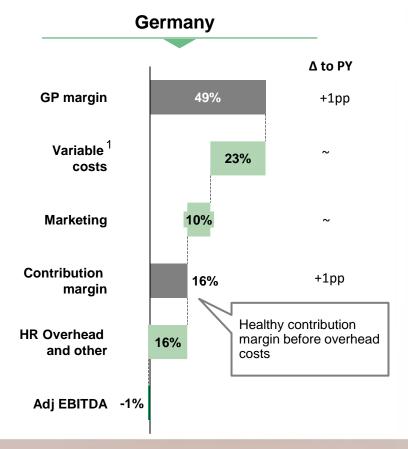


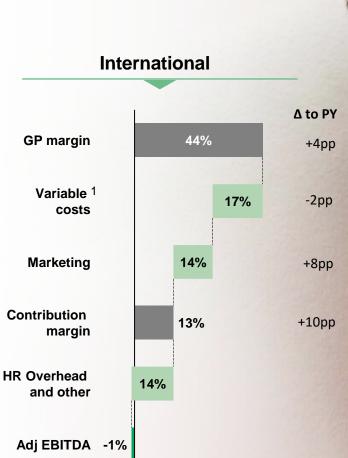
Deeper look into underlying drivers

Growth driven by core market

Q3 2022

% margin







1. Includes fulfilment, customer service and retail staff

Financial performance in Q3

	Q3 2021	Q3 2022	Change	9M 2021	9M 2022	Change
Gross Profit Margin	46.0%	47.1%	1.1pp	48.2%	47.8%	(0.6)pp
Personnel expense	(23.4)%	(25.7)%	(2.4)pp	(25.4)%	(26.0)%	(0.6)pp
Marketing expense	(13.1)%	(10.7)%	2.3pp	(13.4)%	(12.8)%	0.6pp
Other operating expense	(21.6)%	(16.9)%	4.7pp	(20.0)%	(17.2)%	2.8pp
EBITDA	(4.9)%	(3.2)%	1.7pp	(5.6)%	(4.9)%	0.7pp
Adjusted EBITDA	0.5%	(1.0)%	(1.6)pp	1.7%	(2.8)%	(4.5)pp

Q3

Personnel: +20 stores YoY and strong build up of overhead

Marketing: early reallocation towards more efficient channels

Other operating expenses: 2021 included higher legal and consulting fees due to the IPO and change of legal entity

Full year 2022 Guidance confirmed

7% to 12% Unchanged

Revenue growth for 2022, thereby further winning market share in a difficult environment

-6% to -3% Unchanged

Adjusted EBITDA margin for 2022

Closing remarks

Building a stronger brand for tomorrow

- 1 Strongly **positioned in the market** with high capacity to navigate current environment
- Our **omnichannel business model**, allows us to continue to outgrow the market and gain market share
- Lean 4 Leverage proceeds in line with the plan, we are making continued steps towards leaner business model

We are confident in our strategy, and we will continue to create value for our shareholders over the long-term



Upcoming events and calendar



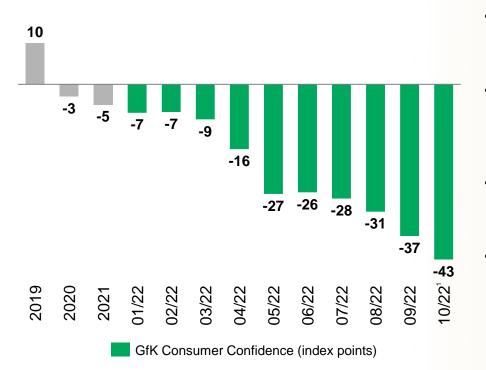


Appendix



Market situation remains very challenging with an unfavourable outlook for 2022

Consumer confidence at historic low and projected to further decline

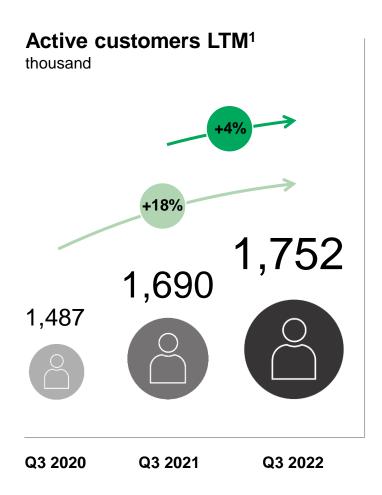


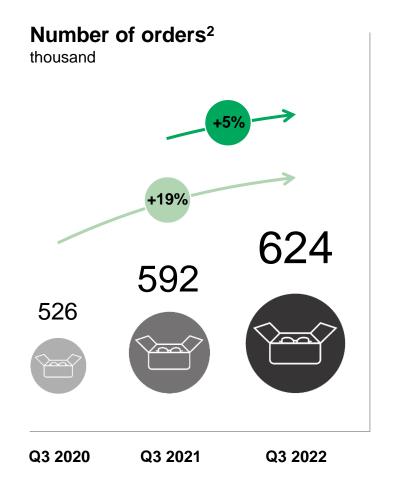
- GfK consumer confidence index for Germany at historic low since start of measurement in 1991
- Russia's war in Ukraine and soaring inflation due to high energy prices and increasing cost of living weigh on consumer sentiment
- Consumers postpone purchases and trade-down in frames towards more affordable private label
- Negative development for the German independent optical market for March-August ²

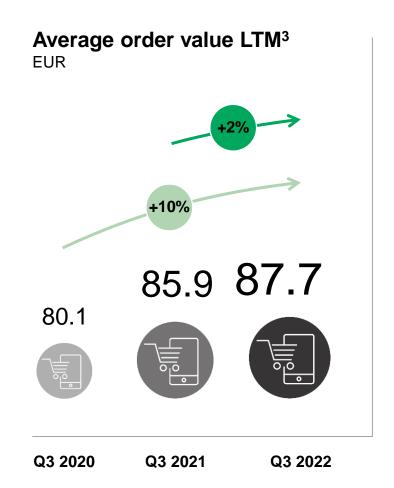


^{1.} Forecast 2. GfK data for frames (revenue) Source: GfK; average of monthly development for 2019-2021

Non-financial performance indicators





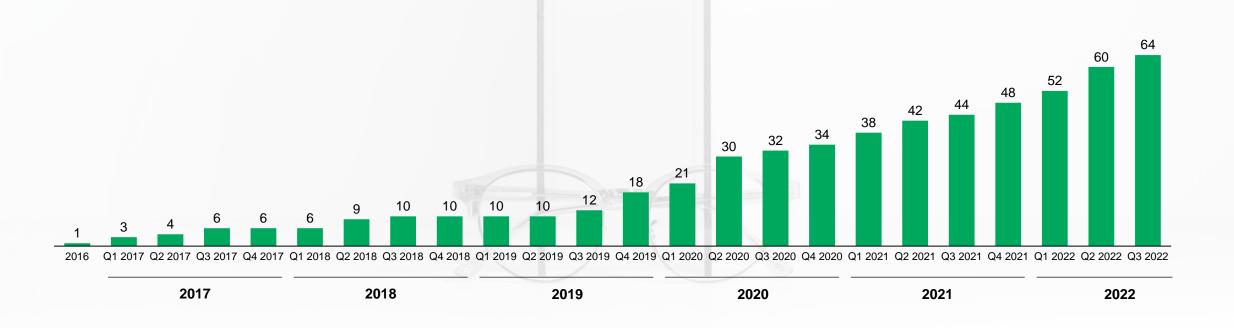


¹ Customers who ordered in the last 12 months excluding cancellations ² Orders after cancellations and after returns ³ Calculated as revenues divided by number of orders over the last 12 months



Store Footprint

End of period count



Cash Flow

	Q3 2021	Q3 2022
EBITDA	-2,417 ¹	-1,852
Non-cash expenses from share-based payments	307	189
Loss from the deconsolidation of associates	0	0
Net Interest	-609	-565
Change in provisions	56	43
Change in inventories and receivables	2,361	-1,740
Change in trade liabilities	-21,914	-10,708
Change in other assets	4,676	4,946
Cash flow from operating activities	-17,540	-9,687
Purchase of investments in associates	0	0
Investment in property, plant and equipment	-1,713	-1,936
Investment in intangible assets	-2,324	-2,080
Purchase of other financial assets	0	-40,000
Cash flow from investing activities	-4,037	-44,016
Cash received from capital increase net of transaction costs	229,948	0
Cash received for the resolved capital increase	0	10
Proceeds from loans	0	3,350
Repayment of liabilities to banks	-35,000	-114
Payment of principal portion of lease liabilitie	-1,719	-2,107
Cash flow from financing activities	193,229	1,139

Reconciliation of Adj EBITDA and EBITDA

	Q3 2021	Q3 2022
EBITDA	-2,416	-1,854
Adjustments	2,684	1,244
thereof effects arising from the		
application of IFRS 2 (share based		
compensation)	306	-189
thereof transformation costs	2,175	733
thereof other special effects	202	699
Adjusted EBITDA	268	-610



Balance sheet

	30.09.2021	31.12.2021	30.09.2022
Total non-current assets	93,447	105,883	126,366
Goodwill	12,113	12,113	14,987
Intangible assets	16,751	17,904	23,126
Property, plant and equipment	18,368	19,549	23,663
Right-of-use assets	40,072	48,953	55,920
Other financial assets	6,143	7,364	8,670
Total current assets	229,899	219,437	191,801
Inventories	20,895	23,151	31,625
Trade and other receivables	20,893 791	2,852	1,108
Other current assets	17,838	43,790	109,352
Cash and cash equivalents	190,375	149,644	49,716
cash and cash equivalents	130,373	145,044	43,710
Total assets	323,346	325,320	318,167
Total equity	249,633	244,785	219,786
Subscribed capital	33,742	33,761	33,856
Capital reserves	325,929	326,319	327,476
Other reserves	-828	-787	-541
Accumulated loss	-109,210	-114,509	-141,005
Total non-current liabilities	37,159	45,798	56,189
Non-current lease liabilities	35,233	44,016	49,429
Liabilities to banks	0	0	4,356
Deferred tax liabilities	1,044	1,172	1,847
Other non-current liabilities	882	610	557
Total current liabilities	36,554	34,737	42,192
thereof: Trade payables and simila	16,258	16,222	18,074
thereof: Other current liabilities	20,296	18,515	24,118
Total equity & liabilities	323,346	325,320	318,167



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