



# LENNERTZ & CO.

## Lennertz & Co. leads Series B round in brillen.de

- The first hybrid concept in the optical world integrates online and offline
- In-house production eliminates the costs of intermediaries
- Series B funding round for further expansion of brillen.de

**Hamburg, 21th September 2022**

A private equity fund initiated by Hamburg-based family office Lennertz & Co. is acquiring a minority stake in SuperVista AG, which operates under the "brillen.de" brand in Germany. Lennertz & Co., alongside some of SuperVista's founders and employees, are participating in the current Series B funding round, which has amounted to a sum in the tens of millions.

With its unique digital concept, the Brandenburg-based company combines the cost efficiency of an online provider and the necessary customer service provided by having a traditional brick-and-mortar store. The partner opticians in the SuperVista-network are thus enabled to hold their own against the competition of larger optical franchise stores and pure online providers.

The SuperVista concept is based on integrating both online and in-person practices. The idea helps build robust customer acquisition through online marketing with bespoke digitalization. The process starts with the purchase and fitting of the glasses, to their production, through to the on-site product handover to the customer, eliminating intermediary costs.

Its network of partner opticians now covers seven countries with over 1,700 branches, including the company's own stores. The turnover of the SuperVista Group was recently over 200 million EUR and continues to grow in line with the industry.

"The SuperVista business model is proof of how disruption works, in this case, in fruitful cooperation with the many partner opticians on

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site," says Philipp Lennertz, managing partner of Lennertz & Co. "We are pleased to have the opportunity to participate in this great growth story again in the current funding round."

Lennertz & Co. had already invested in SuperVista AG at an earlier stage and had sold its shares in 2016 to the U.S. investment firm TCV, SuperVista's current anchor investor.

Matthias Kampeter, founder of brillen.de: "Our unique business model and positioning as a discounter in the opticians' industry has proven to be a successful concept to stand out against the big competitors for ten years. The current capital increase enables us to further expand our network of partner opticians and our stores throughout Europe."

### **About brillen.de**

brillen.de is the German brand of the international omnichannel company SuperVista AG, which is known for producing and selling high-quality progressive and single-vision glasses at low prices.

The company started in Germany in 2012 with 12 employees, a few partner opticians, and sales of less than 1 million EUR. Today, the hybrid optician has more than 1,300 employees working in more than 1,700 affiliated or owned optical stores in seven countries with sales of more than 200 million EUR (2021). The largest markets are Spain and Italy, ahead of Poland and the United Kingdom.

### **About Lennertz & Co.**

As an entrepreneurial, owner-managed family office, Lennertz & Co. is fully focused on the success of its clients' investments. Our investment recommendations are in line with the personal preferences of clients, who benefit from the independence of Lennertz & Co. and the exclusive nature of its investment opportunities.

Lennertz & Co. also has a large number of permits from the Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht, BaFin) and thus fulfills the numerous qualitative and quantitative requirements of both the BaFin and the German Federal Bank (Bundesbank).

Lennertz & Co. shares the demand of its clients for fast, well-founded, and confident decision-making. On behalf of clients, the expert team at Lennertz & Co. – which can point to decades of experience – carefully reviews opportunities as they

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emerge in the segments of venture and growth capital, private equity, and blockchain. Moreover, the company's advisory board is staffed by reputable specialists in the fields of industry, venture capital and private equity, including Prof. Dr. Heinrich von Pierer, Prof. Dr. Klaus Wucherer, Stefan Theis, Daniel Thung, Daniel Milleg, and Florian Heinemann.

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