

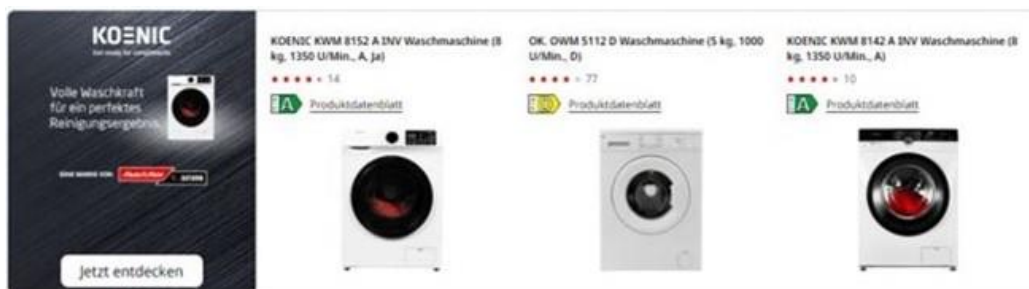
Press release

Growth area Retail Media: MediaMarktSaturn Introduces Sponsored Brand Ads

MediaMarktSaturn is expanding its international Retail Media offering to include Sponsored Brand Ads (SBA). Partners can now choose the new product in eight out of eleven countries to give their brand more visibility and relevance on the platforms of Europe's leading consumer electronics retailer. The launch of Sponsored Brand Ads is an important strategic development alongside the already available Retail Media products of Sponsored Product Ads (SPA), A+ Content and Reporting to

Ingolstadt, May 23, 2024

Sponsored Brand Ads can now be booked in Germany, Austria, Italy, Spain, Poland, Belgium, Switzerland and the Netherlands. MediaMarktSaturn is thus adding another attractive option to its product range and enabling its partners to leverage the entire funnel and increase brand awareness and visibility. The international roll-out of the new product is another important step towards achieving MediaMarktSaturn's goal of expanding its Retail Media business to € 45 million in sales by the end of the 2025/26 financial year.



"We have had a very good start to 2024 and have grown strongly. In our recently released Q2 results, we reported a fivefold increase in revenue for our Retail Media division. With our new Sponsored Brand Ads product, we want to continue this growth and offer our partners the best possible selection of products and services across the entire funnel," said Torsten Ahlers, Managing Director of Media-Saturn Marketing GmbH.

Four Retail Media products already available internationally

If a partner wants to highlight a special product via the search function in the MediaMarktSaturn webshops, Sponsored Product Ads are the right choice. In



eight out of eleven countries, this is already available to partners as a self-service option. Partners or advertising agencies can manage and monitor their own budgets. The second product in this onsite area is the recently launched Sponsored Brand Ad. It allows partners to focus on their entire brand, e.g. an entire product line, to increase brand awareness (see image). Following a test phase, the SBA product will also be available in self-service. MediaMarktSaturn is marketing both products in cooperation with Criteo.

"For some time now, brands have been able to successfully run lower funnel campaigns with Sponsored Product Ads (SPA) to increase their sales on MediaMarktSaturn's websites. We are very proud to extend our partnership with MediaMarktSaturn with the launch of Sponsored Brand Ads (SBA). This display ad format combines branding and awareness elements with product images, enabling brands to activate awareness and branding campaigns on the retailer's sites. Brands and their agency partners can now run full funnel campaigns from a single platform and through their preferred booking channel, and track the impact of both formats together in a closed-loop attribution," said Sander Mes, Managing Director for Central Europe & MEA Enterprise at Criteo.

In addition, MediaMarktSaturn offers its partners detailed reports to give them a precise insight into the customer journeys. The fourth product is A+ Content, which is available in nine out of eleven countries. This allows partners to create even more exclusive and targeted product detail pages.

But this is just the beginning, Torsten Ahlers is already pointing the way forward: "With our four available retail media products, which we have rolled out in almost all countries, we have created a strong foundation and an attractive offering for our partners. Now we need to focus on other areas, such as Audience Extension, which we will continue to expand and standardize to define relevant audiences for advertisers based on our site visitors' data. In the future, we will also increasingly leverage our strengths as an omnichannel platform in retail media and offer our advertisers the opportunity to increase awareness of their brands and products directly at the POS through in-store advertising. We also see further economies of scale within the company, such as being able to offer our Retail Media products to our Marketplace sellers."

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is developing itself from a classical product seller to a solutions-oriented omnichannel platform which integrates the topics customer and sustainability into all of its business activities. MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,000 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 22.2 billion in fiscal year 2022/23, with online sales accounting for



around a quarter of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2023)

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