

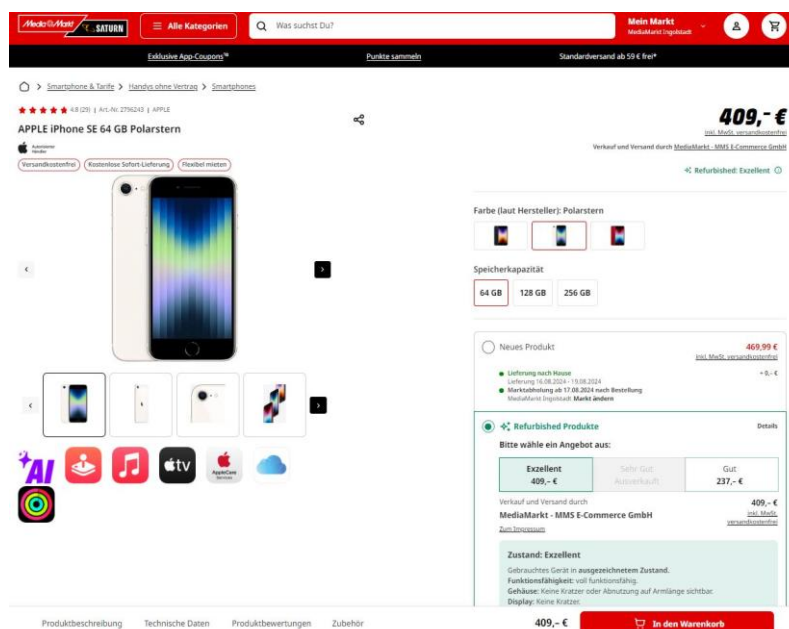
Press release

Continuous growth: MediaMarktSaturn Marketplace continues positive development and further expansion

MediaMarktSaturn is making steady progress in expanding the marketplace: In the third quarter 2023/24, the gross merchandise value (GMV) more than doubled compared to the prior-year quarter and more than 1.6 million products from around 1,470 sellers are now available on the platform. With the launch in Italy, the introduction of financing services for marketplace products and the expansion of refurbished products, the company has already laid further important cornerstones to achieve its target of €750 million GMV by 2025/26.

Ingolstadt, August 19, 2024

The strong growth of the Marketplace is due, among other things, to an expanded product portfolio, the completed rollout in five countries - Germany, Austria, Spain, the Netherlands and, most recently, Italy in July - as well as the expansion of refurbished products and the ongoing optimization of the integration of the Marketplace with the online stores. Other important cornerstones of the Marketplace strategy, which will ensure continued growth in the future, have already been implemented or are in the process of being implemented.



"With the integration of Space-as-a-Service offerings in the stationary market, the financing service for Marketplace products and the expansion of our refurbished offerings, we are making our Marketplace even more attractive - for customers and partners alike. With the expansion of new verticals such as DIY, sports and health, we want to reach new target groups in the long term. The roll-out of the Marketplace in three additional countries in the coming calendar year will also be a strong growth driver in order to achieve our declared goals by 2025/26," explains Christian Kollesch, Managing Director of MediaMarktSaturn Marketplace.

Refurbished products - new online store experience

The refurbished product offering has been further enhanced with the introduction of a new user experience design. The redesign provides customers with a clearer, more intuitive shopping experience and access to an even wider selection of refurbished products. Products are now categorized into three easy-to-understand quality levels based on availability: "Excellent", "Very Good" and "Good". These grades are based primarily on external signs of use and battery life, and guarantee full functionality. When products are available, customers can now find alternative refurbished offers from the Marketplace directly on the product detail page of the new device.

However, the topic of refurbishment is not only receiving more attention online, but also in stores. In May, a pop-up store on the topic of sustainability opened in Tübingen, Germany, bringing the company's marketplace, sustainable product range and refurbishment to the brick-and-mortar stores for the first time.

Financing Service for Marketplace Products

At the end of July, MediaMarktSaturn also introduced the popular financing service for Marketplace products in Germany and will roll it out to other countries. As a result, customers benefit from an additional payment option in the Marketplace that enables them to set up individual financing plans and make larger purchases without having to pay the full amount immediately. Marketplace sellers can use an established financing option at MediaMarktSaturn and further increase the attractiveness of their offers and their sales potential.

Expansion of the Space-as-a-Service offering

MediaMarktSaturn is continuing to expand its Space-as-a-Service offerings for marketplace sellers. In Germany, Spain and the Netherlands, the first spaces have already been rented by Marketplace sellers in the stores to present their products live on site. This offering allows sellers to tap into the company's extensive



network of more than 1,000 stores and showcase their products to a broad audience in Experience Zones. In the future, customers will also be able to experience and test Marketplace products in their local stores, benefiting from an even wider range of products.

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.mediemarktsaturn.com. (Data as of 30 September 2023)

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