

Press release

Top newcomer at MediaMarktSaturn: Jürgen Klopp becomes brand ambassador

The soccer coach supports the marketing activities surrounding the MediaMarktSaturn brand as an ambassador. A comprehensive launch campaign in Germany marks the start of the long-term collaboration, which will also be rolled out internationally from December.

Ingolstadt, October 9, 2024

Germany's most internationally renowned football coach has a new team: Jürgen Klopp is strengthening MediaMarktSaturn's marketing activities. The perfect match, because "The Normal One" has proven one thing many times in his career: He can unite teams with different people and their strengths under a common goal - and lead them to maximum success. The collaboration, which is now starting in Germany, is international in scope. As part of the Christmas campaign from December, it will be rolled out across all eleven countries in which the electronics retailer is active.

Michael Schuld, CMO of MediaMarktSaturn, says: "Instead of 50,000, we are now 50,001 in Team MediaMarktSaturn: We have successfully signed Jürgen Klopp as a new brand ambassador for our group - because every strong team also has a strong coach. With him, we have a strong and very likeable face for our company who will accompany us through our campaigns at brand level. Jürgen Klopp is authentic. He is passionate. He is close to people and allows them to surpass themselves. That makes him the perfect partner on our path to becoming an Experience Champion."

In Germany, the company is launching the cooperation with a launch campaign. Here, too, the focus is on the team concept: Klopp introduces his new team during a visit to one of the around 400 stores. He emphasizes the efficiency of the employees and their customer focus. Because only a strong team can really create Experience Electronics and combine it with the best Shopping Experience for all customers.



The brand campaign starts on October 9 and will initially be seen on television, in online videos, social media and at the point of sale. The team concept will also be integrated into the product communication: The MediaMarkt and Saturn team will act as presenters for this and recommend products.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. As part of its strategic realignment, the Company is evolving from a pure product retailer into a solution-oriented omnichannel platform that incorporates the topics of customer and sustainability into all aspects of its business. MediaMarktSaturn uses the term "Experience Electronics" to describe its repositioning and at the same time its range of services for its customers, with the electronics retailer focusing on the customer experience and personal advice with its portfolio of formats and brands. The Company includes the core brands MediaMarkt and Saturn, which comprehensively network their approximately 1,000 brick-and-mortar stores in 11 European countries with online sales platforms, occupying 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 22.2 billion € in the 2022/23 financial year, with online sales including third-party providers accounting for 22 per cent. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach.

More information at www.mediamarktsaturn.com. (Data as at 30.09.2023)

Lara Bühler

Corporate Communications

MediaMarktSaturn Germany

Tel. +49 (0) 151 68079493

presse@mediamarktsaturn.com

www.mediamarktsaturn.com

www.mediamarkt.de

www.saturn.de