

Press release

Launch of international Christmas campaign: Team MediaMarktSaturn and coach Jürgen Klopp create a stress-free Christmas

Just in time for the Christmas season, MediaMarktSaturn is presenting the next phase of its international collaboration with Jürgen Klopp, the company's new brand ambassador. Under the motto "Enjoy a relaxed Christmas", this year's campaign is all about a stress-free Christmas season.

Ingolstadt, November 14, 2024

With their new Christmas campaign, Team MediaMarktSaturn and coach Jürgen Klopp are enabling a relaxed festive season and focusing on the retailer's gift ideas and services. The campaign shows MediaMarktSaturn as the reliable partner throughout Europe that enriches the Christmas experience with customized services and thus ensures a relaxed holiday season. After all, this is exactly what the holidays are all about: more time for family and friends.

In MediaMarktSaturn's new Christmas commercial, brand ambassador Jürgen Klopp shows how the electronics retailer's wide range of services make shopping an experience that focuses on the needs of our customers. At MediaMarktSaturn, they benefit from a comprehensive range of services that go far beyond individual gift advice: with express delivery, orders arrive directly at our customers' homes within 90 minutes. The Click & Collect service also offers additional flexibility: orders that have been conveniently reserved online can be prepared and collected from the store in just 30 minutes. This saves time. The "Ready to go" service makes it even easier to get started with new smartphones, for example, by setting up the devices ready for use. Anyone buying larger technology products can also take advantage of the professional installation service and enjoy the devices immediately ready for use.

Michael Schuld, CMO of MediaMarktSaturn, emphasizes: "We have a powerful team and we are underlining this with our Christmas campaign this year. To make our team even stronger, we also have our new team member Jürgen Klopp on board. With his authentic and likeable manner, he shows how easy and relaxed



the holidays can be with our services. Together with him, we offer our customers not only the right products, but also comprehensive services that ensure a carefree Christmas. After all, it is precisely these services that set us apart from the competition and make us the Experience Champion."

The campaign will be shown in all eleven countries in which MediaMarktSaturn is active. The campaign spot will be adapted locally: Thanks to the innovative use of artificial intelligence (AI), Klopp speaks all national languages. MediaMarktSaturn has further developed and trained its in-house language AI for this purpose. In this way, the company is taking a new step in the international adaptation of campaign content.

In Germany, the campaign will run from December 2 to December 24 and can be seen on TV, online video, in cinemas and at the point of sale. The agencies Saatchi & Saatchi and BWGTBLD were involved in the production.

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 euros in the 2022/23 financial year, with online sales including third-party providers accounting for 22 percent. 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)

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