



Sustainability Report

2023/24

CECONOMY

Our Commitment



With more than two billion customer contacts every year, we are aware of our responsibility to implement sustainable business practices, including with regard to our customers' purchasing and usage behaviour. At the same time, we shape the working environment of our approximately 50,000 employees throughout Europe. We are using this far-reaching impact in a targeted manner to pave the way for a more sustainable future. For us, sustainability is not just a buzzword, but an urgent requirement of the hour. It is clear that the switch to sustainable business practices is not an option, but a must, for us and for every forward-looking company. Protecting our planet will not wait, and we are taking this challenge seriously. As Europe's leading retailer of consumer electronics, we are at the forefront of the movement for sustainable innovation. Our employees are at the heart of this mission. Not only do we take responsibility for

them, but we also feel an obligation to everyone we interact with. Together, we endeavour to firmly anchor sustainability in our corporate culture. We are committed to promoting talent, diversity and fair working conditions because we know that a strong, diverse team is the key to innovation and long-term success. The passion and expertise of our team are what make sustainability a real opportunity for us. Promoting the circular economy is a key component of our strategy. By extending the service life of products, recycling materials and minimising waste, we are actively helping to conserve resources and reduce our environmental impact. We are also actively improving our emissions by implementing energy-efficient technologies and processes and focussing on renewable energies throughout the Group when purchasing electricity. We also work closely with our industry partners to ensure

» Sustainable management is not only an ethical imperative, but also a real growth driver for our business.«

that sustainability takes centre stage throughout the entire value chain. Sustainability is also anchored in our financial and financing structure. In the past financial year, for example, we successfully placed a sustainability-linked bond, the interest on which is linked to us reducing our indirect greenhouse gases (Scope 3.11) by 14.8 percent by financial year 2026/27, starting from the base year 2021/22. By embedding sustainability into the core of our corporate strategy, we are consolidating our position in the market and gaining the trust of our customers, investors and employees alike. But despite all the responsibility we bear, it is our enthusiasm for the subject that spurs us on. Sustainability not only opens up innovative ways of thinking, but also new

business horizons. We are convinced that sustainable management is not only an ethical imperative, but also a real growth driver for our business. We are using this opportunity to drive our business forward responsibly and with an innovative spirit. Our progress to date in sustainability shows that we are taking our commitment seriously and have implemented concrete steps. In this report, you will find comprehensive insights into how we achieve our goals, and what measures we are taking to achieve them. Our journey is not yet over, but we are constantly working on further developing our sustainability strategies and measures. We are staying tuned – for a sustainable future.

The Management Board of CECONOMY AG

Dr. Karsten Wildberger

Dr. Kai-Ulrich Deissner

We keep the cycle going

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Climate change mitigation

Scope 1 and 2 emissions

19% more

than in previous, 49 percent less than in baseline year / Target: reduction of 58.8 percent by 2032/33 (base year 2018/19)

Scope 3.11 emissions

11.3% less

than in previous, 31 percent less than in baseline year / Target: reduction of 32.5 percent by 2032/33 (base year 21/22)

Zero-emission delivery capability

86 cities more

than in the previous year / Target: 80 cities by 2025/26 (currently: 120 cities)

Share of renewable energies

100%

8 percentage points more than in previous year / Target: 100 percent of direct electricity procurement from renewable energies by 2029/30



Key results financial year 2023/24

Conservation of resources

More sustainable products in the product range:

6,450

1,517 more than in the previous year / Target: 6,000 more sustainable products by 2025

Products traded-in: currently

> 424,000

206,000 more than in the previous year / Target: more than 600,000 products purchased in 2025/26

Refurbished products sold: currently

188,000

Target: 220,000 refurbished products sold by third parties in 2025/26

Repairs: currently

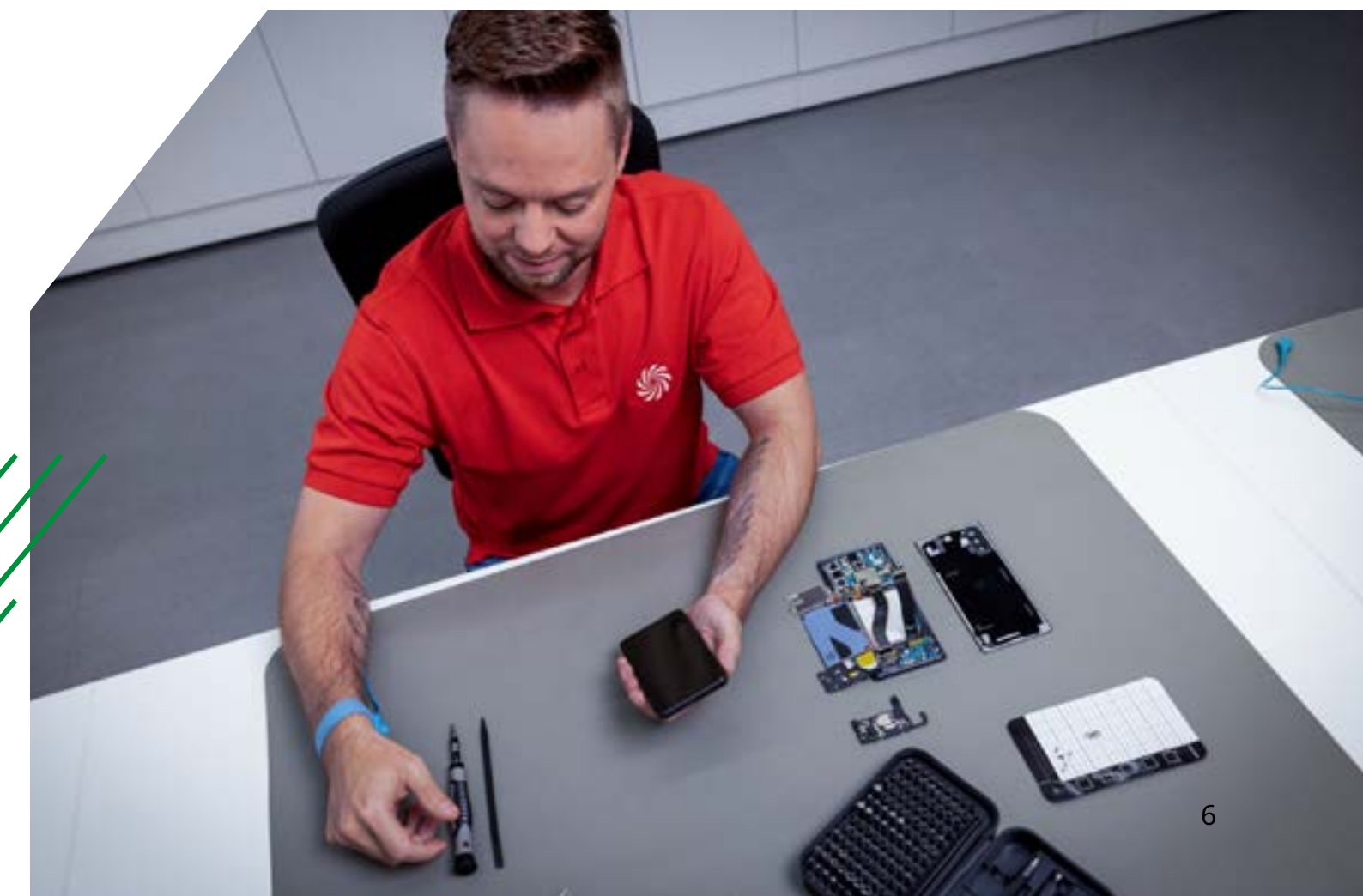
3 million

of which 250,000 directly in our stores, 0.2 million less than in the previous year / Target: 3.5 million in 2025/26

Green electricity contracts brokered:

> 157,000

60,716 more than in the previous year



Key results financial year 2023/24

Employees

Employees from

123 nations

Proportion of female employees: currently

39.3%

0.1 percentage points less than in the previous year

Women in management positions: currently

14.9%

1 percentage point more than in the previous year

Supply chain

Successful audits at in-house brands' production facilities:

98.4%

0.4 percentage points less than in the previous year

Number of high-risk suppliers:

211

17.3 percentage points less than in the previous year

Society

Donations to charitable organisations:

€229,000

Experience Electronics – sustainable customer experiences

With our MediaMarkt and Saturn retail brands, we have characterised consumer electronics as a category. As an intermediary between our customers and partners, we enable them to discover and experience technology. We are thus creating a new category in which the individual customer experience takes centre stage: "Experience Electronics".

As the European market leader, we are setting new standards for pioneering customer experiences with our "Experience Electronics" vision. We see ourselves not only as a provider of technology, but also as a trailblazer for a more sustainable lifestyle.



Our strategic pillars



Employee Experience

stands for the strength of our employees. They offer personalised service on all channels – with the human touch.

Shopping Experience

is characterised by an outstanding product range, excellent service and personal advice on all shopping channels – before, during and after the purchase.

Usage Experience

is our definition of standards for the use of products that go significant beyond purchase – with complementary service offerings throughout the entire life cycle.

Impact Experience

anchors sustainability as a central component of our corporate strategy. We are making our own business activities more sustainable and enabling our customers to lead a more conscious lifestyle.



Impact Experience – Responsibility and growth

The "Impact Experience" forms is one of the four cornerstones of our corporate strategy and emphasises our commitment to thinking sustainability and technology together. Through more sustainable products, resource-saving services and expert advice, we help our customers to lead a more sustainable life.

We are driving forward an ambitious sustainability strategy that combines responsibility and growth. We have set ourselves clear targets for reducing greenhouse gas emissions and conserving resources. In doing so, we go beyond the minimum legal requirements and establish higher standards for all our business activities. We want to characterise conscious and sustainable management and be a role model for our industry sector. We see sustainability not as an obligation, but as an opportunity. This is also reflected in our consistent ESG transparency.



Our areas of sustainability activity

We offer a climate-conscious shopping experience.

We have set ourselves ambitious, science-based climate targets in line with the Science Based Target initiative (SBTi) in order to reduce our emissions (Scope 1, 2 and 3).

We offer the most sustainable range of consumer electronics in Europe and are a pioneer in the circular economy.

We offer resource-efficient, sustainably produced and packaged products as well as services that make products attractive and usable for customers for longer. We improve the service life of products, make them available for secondary and third-party use and thus help to conserve resources.

We assume social responsibility for employees, suppliers and society.

We respect human rights, create an environment characterised by trust, respect and sustainable progress and are committed to the communities we affect beyond our core business. Diversity is a central component of our corporate culture.



Sustainable Development Goals

Leading the way ***with our sustainable behaviour***

In 2015, the United Nations adopted the Sustainable Development Goals (SDGs). They define 17 fields of action on the way to a sustainable future. They aim to increase economic progress and quality of life without placing excessive demands on natural resources. We have been a signatory to the UN Global Compact with MediaMarktSaturn since 2018 and with CECONOMY since 2021, thereby emphasising our voluntary commitment. Against the background of our business model, we have identified in a materiality analysis seven SDGs to which we can contribute in particular.



Sustainable Development Goals

**SDG 5: Gender equality**

We want to achieve a proportion of women in management positions in line with our employee structure.

**SDG 9: Industry, innovation and infrastructure**

With our growing range of modern consumer electronics, we enable people across Europe to access and participate in communication technology.

**SDG 13: Actions for climate change mitigation**

We are reducing the impacts of our business activities on the climate: we are switching to a more sustainable product range, offering easy access to resource-saving services, thereby reducing the emissions we cause.

**SDG 7: Affordable and clean energy**

We are continuing to drive forward the Group-wide switch to renewable energies. We also offer our customers electricity contracts exclusively from renewable energies.

**SDG 12: Responsible consumption and production**

Our more than two billion customer contacts per year enable us to shape the market for sustainable solutions in our industry sector. We support a conscious lifestyle with more sustainable products, resource-saving services and education for our customers.

**SDG 17: Partnerships to achieve the targets**

We rely on close partnerships with our stakeholders along the value chain in order to master the complex challenges of the present and future. We take our own role seriously and have committed ourselves to ambitious targets with our commitment to the EU's Sustainable Consumption Pledge.

**SDG 8: Decent work and economic growth**

We offer our approximately 50,000 employees a secure and attractive workplace. We ensure that our suppliers also comply with environmental and social standards. We support the increase in economic productivity with our products.

In focus

We keep the cycle going

With around 2 billion customer contacts per year, we have a great deal of leverage to drive the circular economy and promote more sustainable lifestyles. We conserve resources and reduce energy consumption through a clear policy: We offer energy-efficient, sustainably manufactured and packaged products and supplement our range with services that extend the service life of our products or enable them to be reused.



In focus

Reducing the carbon footprint and conserving precious resources

Our policy for the circular economy aims to promote the sustainability of our products throughout their entire life cycle - from procurement to use, from repair to refurbishment or recycling. In this way, we support our industrial partners in reducing the footprint of their products and make a significant contribution to achieving our Scope 3 targets.

Conserving precious resources

The design of material flows according to the principles of circular economy has a direct influence on the associated carbon emissions: The more economical use of materials and the use of recycled raw materials reduce the consumption of resources and reduce emissions.

By enabling us to extend the durability and service life of our products, the services we offer also conserve resources and reduce emissions. By repairing or refurbishing products, we not only avoid several thousand tonnes of electronic waste every year, but also save the resources that would have been required for new production.

"Enabling a more sustainable lifestyle"

We have made it our mission to enable our customers to lead a more sustainable lifestyle. Under the motto "Enabling a sustainable lifestyle", we help them to consume responsibly and conserve resources from the moment they purchase a product, by encouraging them to use their appliances for as long as possible and dispose of them properly or, if possible, refurbish them.

Simply the better way

So that our customers can recognise verifiably more sustainable products and services at a glance, we label them with our own logo: BetterWay. BetterWay products are labelled using automated processes in our product data systems - so our customers have up-to-date sustainability information at all times. In our stores, the electronic price tags serve as a guide and other materials provide product-specific information on the sustainability of a product. In our online shops, BetterWay labelling marks demonstrably more sustainable products.





Networking and initiatives

Strong together - sustainable partnerships

Networks and initiatives accelerate the transformation to a more sustainable economy - through collaboration and shared knowledge.

We have been part of the United Nations Global Compact (UNGC) for over five years. This financial year, we once again took part in the peer learning group for climate issues - we discussed the specific challenges of climate management with ten to twelve companies from various sectors. In the "Accelerator Programme for Gender Equality" initiated by the UNGC, we network with other companies to discuss ideas and strategies for a more inclusive economy. In the area of diversity, we are a signatory to the Diversity Charter. In this way, we are committed to an appreciative and unprejudiced working environment.

We also are a signatory to the European Commission's Sustainable Consumption Pledge. In doing so, we are committing ourselves to far-reaching climate targets. The initiative is a continuation of the "Green Consumption Pledge". In addition to the Pledge, we have also voluntarily committed to

meeting science-based climate targets in accordance with the Science Based Target Initiative (SBTi). Our climate targets were officially confirmed by the SBTi in this financial year.

As a member of the Responsible Business Alliance (RBA), we draw on industry-wide requirements and are committed to the principles of the RBA Code of Conduct for responsible business in global supply chains. Since 2014, our subsidiary IMTRON, which is responsible for our inhouse brands, has also been a member of the amfori BSCI, which was founded to protect labor rights in production facilities.

We are a member of the Initiative Regionalmanagement Region Ingolstadt e.V. (IRMA) at our company headquarters. Here, we collaborate with businesses, the public sector and academia at a regional level across cities and districts. As one of Germany's largest public-private partnerships, IRMA offers the opportunity to discuss regional issues on an independent basis and initiate new projects.

Engagement put to the test

We have our commitment to sustainability regularly reviewed and assessed by leading international rating organisations. These independent analyses provide us with valuable insights into our strengths and potential and also serve as transparent and objective evidence for our stakeholders. By continuously reviewing our actions, we ensure that we consistently orientate ourselves to the highest standards and effectively achieve our sustainability goals.

ESG ratings: CECONOMY continues to achieve positive results

Rating	Rating/points	Rating scale	Published on
ISS ESG Corporate Rating	C	0-to A+	31 May 2024
MSCI ESG Rating	AA	CCC bis AAA	9 April 2024
Sustainalytics ESG Risk Rating	13.3 Low Risk	0 – 10 Neglectable to 40+ Severe	29 March 2024
CDP	A-	Failure to disclose (F score) – Leadership (A score)	6 February 2025
ecovadis	50/100 Good	Insufficient – Outstanding (85-100)	27 May 2024



ENVIRONMENT

Protecting the climate and resources

Climate change mitigation

From production to recycling our path to greater sustainability

As a leading retailer of consumer electronics, our business activities have an impact on the climate and resources. We use our position to drive forward climate change mitigation and utilise resources intelligently.

Our focus is on concrete, measurable progress: we are constantly optimising our operating processes in order

to reduce emissions in our direct business operations. At the same time, we are working with our partners along the entire value chain – from production and use to recycling of our products – to reduce emissions. We focus on close cooperation with our suppliers, the CO₂-efficient delivery of products and increasing the energy efficiency of our appliances in order to reduce emissions

during the use phase. We also focus on more efficient resource utilisation and promote circular economy strategies. Through services such as repairs, trade-in and refurbishing used appliances or reducing packaging material, we help to conserve valuable resources and minimise waste.



Reducing carbon emissions together - our holistic climate action strategy

We are guided by the goals of the Paris Climate Agreement and have set ourselves science-based climate targets that have been validated by the renowned Science Based Targets Initiative (SBTI). With these ambitious targets and our commitment, we are making an active contribution to limiting global warming. An important step in this direction is to identify the sources of emissions: in our stores and administration, in all logistics and in the manufacture and use of the products we sell. In order to minimise our emissions, we are constantly developing specific climate protection measures and we calculate our carbon footprint every year in accordance with the requirements of the Greenhouse Gas Protocol (GHG Protocol).



Key results financial year 2023/24

Scope 1 and 2 emissions:

19% more

than in previous, 49 percent less than in baseline year / Target: reduction of 58.8 percent by 2032/33 (base year 2018/19)

Total Scope 3 emissions:

2% less

than in the previous year, 23 percent less than in the baseline year

Scope 3.1 emissions:

22% more

than in previous, 24 percent more than in baseline year / Target: reduction of 32.5 percent by 2032/33 (base year 2021/22)

Scope 3.11 emissions:

11.3% less

than in previous, 31 percent less than in baseline year / Target: reduction of 32.5 percent by 2032/33 (base year 21/22)

Scope 3.4 emissions:

9% less

than in previous, 62 percent less than in baseline year / Target: reduction of 32.5 percent by 2032/33 (base year 2021/22)

Information on these developments can be found on the following pages.



Key results financial year 2023/24

Share of renewable energies used:

100%

8 percent more than in previous year / Target: 100 percent of direct electricity procurement from renewable energies by 2029/30

Zero-emission delivery capability:

86 cities more

than in the previous year / Target: 80 cities by 2025/26 (currently: 120 cities)

Electricity consumption per m² selling space:

1.2% more

than in the previous year, 14.1 percent less than in the baseline year

Energy consumption:

4.8% less

than in the previous year, 29 percent less than in the baseline year



Information on these developments can be found on the following pages.

Energy and emissions

Step by step to carbon emissions neutrality

We want to make an effective contribution to preventing the worst impacts of climate change. We were one of the first companies to voluntarily sign up to the European Commission's Green Consumption Pledge – the predecessor to the Sustainable Consumption Pledge – back in 2022. By joining, companies commit to ambitious climate targets in order to accelerate the green transition in Europe. We have renewed this commitment in 2023. You can find our commitment to the Sustainable Consumption Pledge [here >>](#)

In addition to the Sustainable Consumption Pledge, in financial year 2023/24, we have also committed to meeting the science-based climate targets of the Science Based Targets initiative (SBTi), with which we aim to reduce our emissions according to GHG.

We are committed to calculating our carbon footprint and

- ✓ **to reducing carbon emissions for Scope 1 and 2** by 58.8 percent by the 2032/33 financial year (compared to the base year 2019)
- ✓ **to reducing carbon emissions for the relevant Scope 3 categories (Scope 3.1 Purchased own-brand goods and services as well as Scope 3.11 Use phase of sold products)** by 32.5 percent by the 2032/33 financial year (compared to the base year 2022)
- ✓ **to reducing carbon emissions for Scope 3.4 (Transport and distribution)** activities by 32.5 percent by the 2032/33 financial year (compared to the base year 2022)
- ✓ **that 74 percent of our retail suppliers of external brands** (as measured by their emissions) set their own scientifically recognised climate targets by 2028 in accordance with the SBTi framework.

In order to achieve net zero emissions, we want to offset those emissions that cannot be reduced any further by supporting climate protection projects.

Carbon footprint for Scope 1 and 2 in thousands of tonnes of CO₂e (CO₂ equivalents)¹

	Base year 2018/19	2022/23	2023/24
Total greenhouse gas emissions (market based)	100.2	42.9	51.1
Greenhouse gas emissions not including vehicle fleet (market based)	85.5	32.4	42.05
Scope 1: Direct greenhouse gas emissions (market based)	26.5	19.8	21.2
Natural gas	11.1	8.8	8.1
Heating oil	0.7	0.5	0.3
Diesel (stationary consumption)	–	0.1	0.1
Vehicle fleet	14.7	10.4	9.0
Fugitive gases ²	–	–	3.7
Scope 2: Indirect greenhouse gas emissions (market based)	73.7	23.1	29.9
Electricity ³	66.5	20.4	27.6
District heating	6.5	2.5	2.1
District cooling	0.6	0.2	0.2
Scope 2: Indirect greenhouse gas emissions (location based)	247.8	142.0	130.5
Scope 1 + 2 greenhouse gas emissions per m² selling space in kg CO₂e/m², not including vehicle fleet (market based)	30.6	13.1	17.8

¹Emissions calculated based on audited energy value⁴

²First-time calculation of fugitive gas emissions in financial year 2023/24

³Including emissions resulting from electricity consumption of the vehicle fleet

Energy and emissions

Efficient stores - Systematic energy saving

Our Scope 1 and 2 emissions are caused by energy consumption in our own business operations. In the financial year 2023/24, the emissions of our stores and administrative buildings (excluding the vehicle fleet) totalled 42 thousand tonnes of CO₂e. Compared to our base year 2018/19, this is a reduction of - 51 percent. In financial year 2023/24, fugitive gases were included in the Scope 1 and 2 emissions for the first time.

Purchased electricity, which we need to operate our stores, accounts for a large proportion of our energy requirements. Since January 2024, 100 percent of our electricity, which we purchase directly from the energy supplier, has come from alternative energy sources. The total energy consumption of our stores and administrative buildings (excluding the vehicle fleet) in this financial year was 437 thousand MWh.

The ongoing modernisation and optimisation of our stores and administrative buildings leads to continuous improvement in our energy balance. We are constantly developing our "STUNEC" (Stop unnecessary energy consumption) programme introduced Group-wide at the beginning of 2022 with actions to save energy, particularly in the area of air conditioning and lighting. These actions include the conversion of 92 percent of our stores to LED lighting with an average electricity savings of 48 percent, the improved running times of outdoor advertising in the evening and at night and fewer illuminated sales areas at certain times of day. We have also sensitised our employees throughout the company to the importance of saving energy. In Germany, an energy officer has been appointed for each store, who takes care of the energy consumption of their store on-site and reports it digitally. For example, the energy officer also regularly checks whether notebooks are shut down and that the holiday programmes for ventilation and air conditioning systems are stored.

100%

of our directly purchased electricity from renewable energy sources

48%

less electricity consumption per lighting element by switching to LEDs



Energy and emissions

Our central distribution centre in Germany, which was built using resource-saving construction methods, has a photovoltaic system with an area of just under 36,000 m², which generated over 379,000 KWh in the last financial year. Around 75,000 KWh were fed into the electricity grid. The distribution centre is also fully equipped with LED lighting, and our electric industrial trucks with lithium-ion batteries save emissions. In 2024, the building's sustainability certificate was upgraded from silver to gold by the German Sustainable Building Council (DGNB). We also ensure biodiversity at our central warehouse with insect hotels and an approx. 1,200 m² area of wildflower meadows for insects.

We rely on a comprehensive data basis for efficient energy management. We obtain the necessary information with digital energy meters and sensors for temperature and air quality in heating and air conditioning technology. The result is a building automation system and the optimisation of our heating, ventilation and air conditioning technology. We measure electricity consumption using smart metering systems, for example, and can react directly to rising consumption. In September 2023, we began rolling out a central temperature monitoring system (TMS), which enables the more precise monitoring of temperature consumption and targeted optimisation measures. The TMS is now installed in almost all stores.

Energy balance 2023/2024

Total energy consumption / in thousands of MWh

470.5

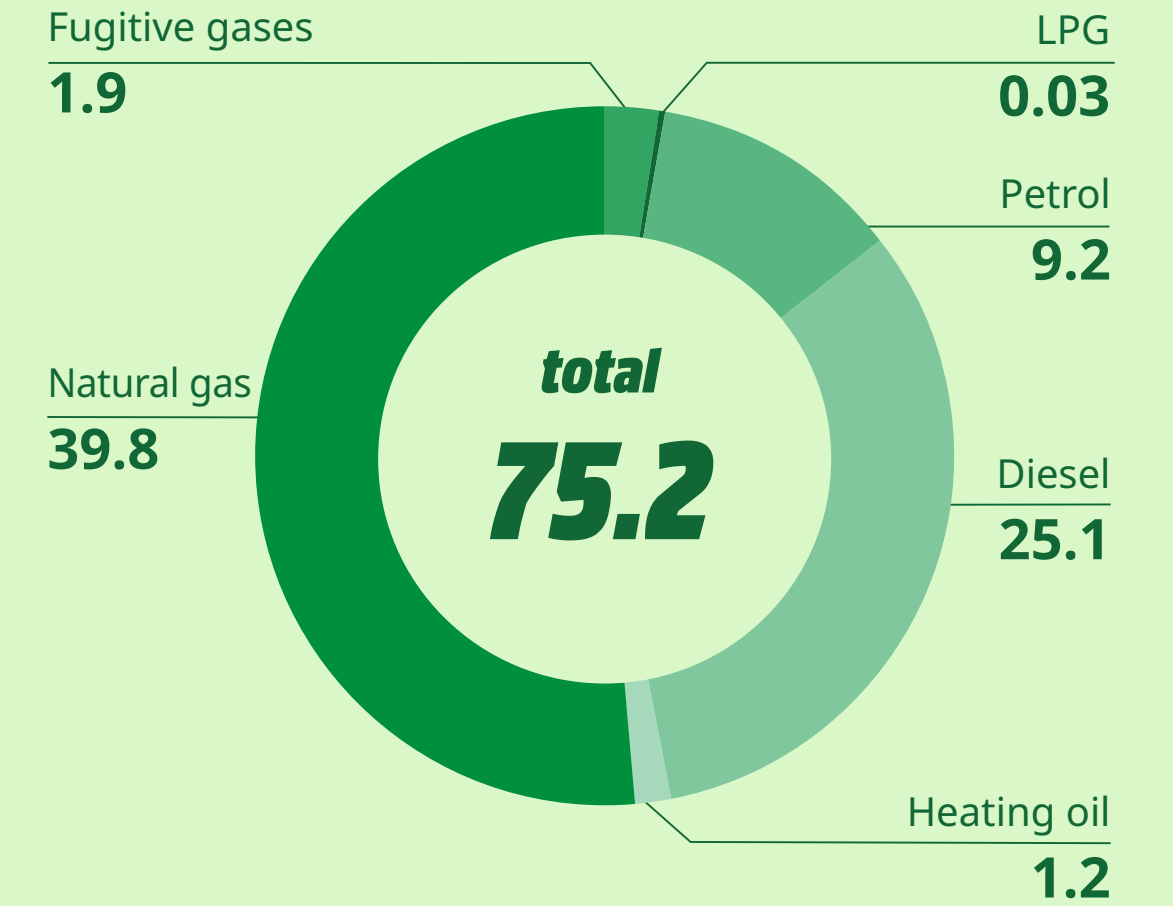
Energy consumption per m² selling space in kWh

184.5

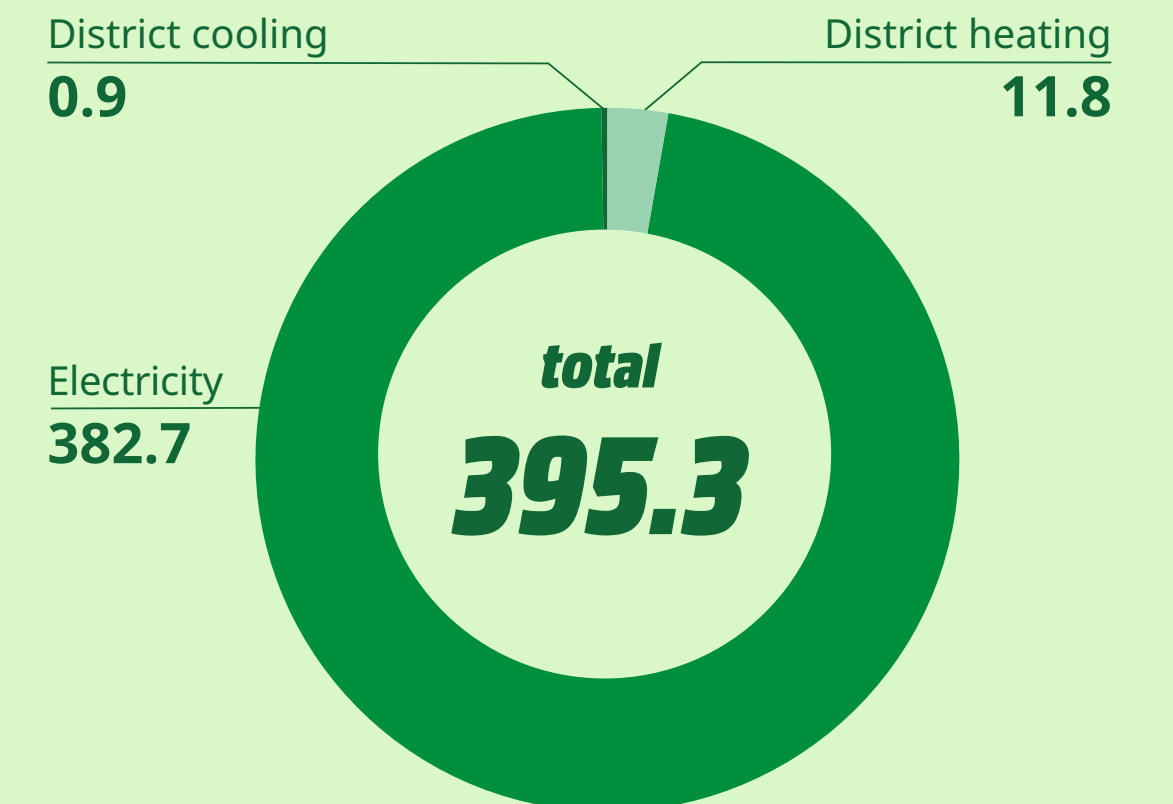
Electricity consumption per m² selling space in kWh

161.4

Scope 1 energy consumption / in thousands of MWh



Scope 2 energy consumption / in thousands of MWh



Energy and emissions

Running on electricity - our vehicle fleet

More electric vehicles and additional incentives for electromobility: The company car policy introduced in Germany in the 2022/23 financial year and updated this year includes a more attractive offer for e-vehicles among employees. This offer was also adopted in the directives in Austria, the Netherlands and Belgium. This means that our share of newly registered electric vehicles across the Group rose from 20 percent to 41 percent in the last financial year.

Germany

In this financial year, we have made preparations for the introduction of "JobRad" in Germany, with implementation scheduled for the coming financial year. We financially support employees who decide to use a bicycle as a means of transport, whether for travelling to work or privately for shopping.



Energy and emissions



Carbon-offsetting projects

Through the purchase of high-quality carbon emissions certificates as part of the Beyond Value Chain Mitigation (BVCM) approach, we are voluntarily making a contribution to global climate change mitigation of 51,000 tonnes in addition to reducing our own emissions. This corresponds to the amount of emissions that we are currently unable to avoid in Scope 1 and 2.

To ensure the integrity and effectiveness of the carbon emissions certificates, we have defined strict selection criteria. The following projects were selected:

Propagating Household Biogas Projects

In Uttarakhand, India, firewood is the main source of energy for households, leading to deforestation and negative impacts on agriculture. To counteract these problems, 10,400 biogas plants are being installed in private households using animal dung as fuel.

Safe drinking water for schools in Africa

The Safe Water Programme supplies schools in Nigeria and Kenya with modern water treatment technologies that also work without a power or water connection. Since no water needs to be boiled, firewood is saved. The project has already reached more than 50,000 schools, with tens of thousands more to be supported by the end of 2025, resulting in annual emissions savings of around 2 million tonnes of CO₂e.

Italy Val Dogà

The small hydropower plant in Honduras with a capacity of 13.8 MWh is an example of sustainable hydropower. It supplies around 25,000 households with clean energy and replaces fossil fuels. The benefits include the stabilisation of the local power grid, the electrification of four villages and the creation of jobs.

Circular rural poultry farms

Installation in the Indian region of Andhra Pradesh is powered by poultry waste and feeds renewable electricity into the grid. This replaces electricity from thermal power plants, which reduces emissions and promotes the expansion of the renewable energy industry. As the poultry waste is collected instead of rotting in open fields, the odour and hygiene conditions in the surrounding villages are improved, while the jobs created by installation help to boost the economy.

These projects cover a wide range of fields of action and vary both in their methodological approaches and their geographical scopes.



Energy and emissions

Scope 3

Our Scope 3 emissions in the upstream value chain results primarily from the production of the goods and services we purchase (Scope 3.1 incl. own-brands) and upstream transport (Scope 3.4). In the downstream value chain, most emissions are generated during the use phase of the products we sell (Scope 3.11).

At 57 percent, the category 3.11 accounts for the largest part of our Scope 3 emissions - emissions that are generated by the energy consumption in the use of the products we sell. Our ambitious reduction target for this category was confirmed in 2024 by the SBTi at 32.5 percent absolute reduction by 2032/33 (base year 2021/22). We could reduce our 3.11 emissions by 11.3 percent in this financial year. To achieve our goal, we are continuing to work on three strategic actions:

1. Better data: the switch to primary data for the energy consumption of the products sold enables more accurate recording and analysis, giving us a sound basis for targeted actions.

2. More energy-efficient products: We are increasing the proportion of products with better energy efficiency, i.e. products that consume less energy in operation and therefore generate fewer emissions during their use. The reduction in our 3.11 emissions in the last financial year is primarily attributable to this measure.

3. More supplier commitment: Through intensive cooperation with our suppliers, we are driving forward the development of energy-efficient products as well as the optimisation of manufacturing processes.

Following the first-time reporting of selected Scope 3 emissions in the 2018/19 financial year, we have continuously improved data quality and have been publishing all relevant categories since 2022/23. In financial year 2023/24, our focus was primarily on the Scope 3.11 and the conversion of product consumption information from secondary to primary data. We were also able to expand the carbon footprint in other Scope 3 categories to include primary data from service providers and suppliers. Over the next few years, the proportion of primary consumption and volume data will be successively increased in order to further improve the calculation methodology. In the past financial year, we were able to reduce our total Scope 3 emissions by 2 percent compared to the previous year (- 23 percent compared to the base year). In the category 3.4 (Transportation and distribution), the reduction of 9 percent compared to the previous year (- 62 percent compared to the base year) is due to the increase in primary data for calculating emissions.

Carbon footprint for Scope 3 in thousands of tonnes of CO₂e (CO₂ equivalents)

	Base year 2021/22	2022/23	2023/24
Scope 3 total	26,375.9	20,702.9	20,343.0
Scope 3.1 - Purchased goods & services	8,195.8	6,516.6	7,824.5
Scope 3.1 - Non-tradables	(318.3)	(186.0)	(302.3)
Scope 3.1 - Procurement of own-brand products ¹	(509.6)	(516.9)	(631.6)
Scope 3.1 - Procurement of third-party brand products	(7,368.0)	(5,813.7)	(6,890.7)
Scope 3.2 - Capital goods	178.7	117.0	147.0
Scope 3.3 - Fuel and energy-related emissions	43.8	16.4	35.6
Scope 3.4 - Upstream transportation and distribution²	518.0	216.4	196.6
Scope 3.5 - Waste	15.0	5.5	10.1
Scope 3.6 - Business travel	3.0	5.9	5.1
Scope 3.7 - Employee commuting	46.0	56.1	54.1
Scope 3.8 - Upstream leased assets³	104.3	6.1	8.6
Scope 3.11 - Use of sold products⁴	16,616.5	13,015.0	11,543.4
Scope 3.11 - Use of own-brand products	(1,217.5)	(1,041.2)	(939.4)
Scope 3.11 - Use of third-party brand products	(15,399.0)	(11,973.9)	(10,604.0)
Scope 3.12 - End-of-life treatment of sold products	649.2	742.9	503.7
Scope 3.12 - End-of-life treatment of sold inhouse brand-brand products	(23.8)	(42.2)	(42.0)
Scope 3.12 - End-of-life treatment of sold third-party brand products	(625.5)	(700.7)	(461.7)
Scope 3.15 - Investments⁵	5.5	5.4	14.4

¹ Due to the first-time recognition of all licensed products in the 2023/24 financial year for own-brand products, the base year 2021/22 and the 2022/23 financial year were recalculated on the basis of the improved data basis.

² First-time calculation of distribution centre emissions based on primary data for the 2023/24 financial year

³ Scope 3.8 is calculated based on expenditure.

⁴ Due to the change in the calculation methodology and the first-time use of real energy consumption of products sold in the 2023/24 financial year, the base year 2021/22 and the 2022/23 were recalculated.

⁵ First-time full integration of all CECONOMY AG investments in the emissions calculation of the issue for the 2023/24 financial year

Energy and emissions

Our green electricity is making households emission-free

If our customers utilise renewable energies, the use of our products no longer generates emissions. For this reason, we offered green electricity contracts from external service providers in Germany, Spain, Belgium and the Netherlands in financial year 2023/24. 157,717 households no longer emit emissions with their technology.

157,717

emission-free households



Inhouse-brands

Sustainability

from our own production

We have set ourselves an ambitious absolute reduction target for our own-brand products ISY, PEAQ, ok. and KOENIC: 3 percent fewer Scope 3 emissions per year by 2030. In order to develop targeted actions, we record the emissions from the production and life cycle of own-brand products. To gain a more in-depth understanding, we have launched a supplier engagement project in financial year 2023/24: together with our suppliers, we are planning product-related initiatives to reduce emissions. We have also calculated the specific footprint for selected products – products that require special attention due to high sales figures and emission-intensive production and use phases.

We have already noticed a significant improvement in our energy requirements. The average energy consumption per private label product has fallen by 8.9 percent compared to the previous year. This positive trend is also

reflected in the increased proportion of products sold with better energy efficiency classes. For example, the proportion of our own-brand washing machines with the best energy efficiency class "A" has increased by 25 percentage points.

As part of our more sustainable packaging strategy, IMTRON has also developed a guideline for more environmentally friendly product packaging, which sets standards for suppliers and leads to a reduction in emissions.



Logistics

Germany

We are expanding climate-neutral delivery through our cooperation with Uber. Uber delivers our orders using a variety of vehicles, including electric vehicles and bicycles.

Spain/Türkiye

Customer deliveries, store deliveries and returns are combined in the same vehicles, routes are optimised and mileage and the associated emissions are reduced as a result.

All-round efficiency

Transport and storage are in the nature of things for us as a retailer. We limit their scope with our logistics strategy.

Since the 2021/22 financial year, our logistics have been undergoing a transformation towards a centralised omnichannel network. This transformation has been successfully implemented in the Netherlands and Germany, with implementation in Spain expected to follow in the 2024/25 financial year. The improved efficiency of our logistics also leads to a reduction in our emissions. For example:

- ✓ **We separate the sales process from the delivery process:** Even if the purchase is made online, our customers can have their product delivered from the nearest store ("ship-from-store") or pick it up themselves ("pick-up"). This means that they can partially influence the amount of emissions produced themselves.
- ✓ **We optimise route management,** i.e. the supply of products to our stores. This means fewer kilometres are driven and emissions are reduced

- ✓ **We have developed hubs for metropolitan regions** and large cities, the number of which is constantly increasing. There are currently such hubs in Germany, Spain and Türkiye. They make it possible to supply stores and customers in the region. This eliminates the long transport from our central warehouse.

By working more closely with our logistics partners, we have a better overview of our emissions and work with them to initiate reduction measures. As the examples show, increasing the efficiency of our logistics network also leads to a reduction in emissions. We test concepts in different countries and expand the range of functions and regions step by step. We exceeded our target of 80 cities in which we can deliver free of emissions early on – in the 2023/24 financial year with 120 cities across the Group. We want to further increase this number in the coming years.

Conservation of resources

It's circular: We close the loop

More and more customers are paying attention to responsible consumption. We support our customers in leading a more sustainable life – from purchasing and using their appliances for as long as possible to recycling them properly.

We are guided by the vision of the circular economy and record the ecological impacts of our products over their entire life cycle. Our more sustainable products and services are already helping to use appliances more consciously – to extend their service life and conserve as many resources as possible at the end of their life. This is good for the environment and offers our customers savings on energy consumption and new purchases.

We also provide guidance: we clearly label more sustainable products and services that conserve resources and support the circular economy with our own logo: BetterWay.



Key results financial year 2023/24

BetterWay products in the product range:

6,450

1,517 more than in the previous year / Target: 6,000 more sustainable products by 2025

Products traded-in: currently

> 424,000

206,000 more than in previous year / Target: more than 600,000 more sustainable products purchased in 2025/26

Refurbished products sold: currently

188,000

Target: 220,000 refurbished products sold by third parties in 2025/26

Proportion of resold customer returns after refurbishing via internal sales channels:

99%

Repairs: currently

3 million

of which 250,000 directly in stores, 0.2 million fewer than in the previous year / Target: 3.5 million in 2025/26

Green electricity contracts brokered:

> 157,000

60,716 more than in the previous year

Information on these developments can be found on the following pages.

More sustainable products


BETTER  WAY

Green with distinction:

Our more sustainable product range

Our job is to guide our customers through the jungle of product diversity. We educate them not only about technical features, but also about the sustainability of products so that they can make informed purchasing decisions.

Whether a product is more sustainable depends on each product group: For large household appliances, we focus on energy efficiency, for smartphones on repairability and for accessories on recycled materials.

To qualify for our BetterWay logo, a product must have either been assessed as more sustainable by an independent certification body, have a valid certificate that certifies the recycled content of the product, or fulfils our own product Group-specific criteria that we have defined together with TÜV Rheinland Consulting GmbH.

A product at MediaMarktSaturn is considered more sustainable if:

- ✓ it has a type 1 ecolabel, commonly used for IT products (e.g. Blue Angel, TCO Certified or EPEAT)



- ✓ it is one of the most energy-efficient products for household appliances according to the EU energy label
- ✓ it has a recycling certificate for accessories

We regularly review the minimum standards for more sustainable products. You can find more details about our criteria [here >>](#)

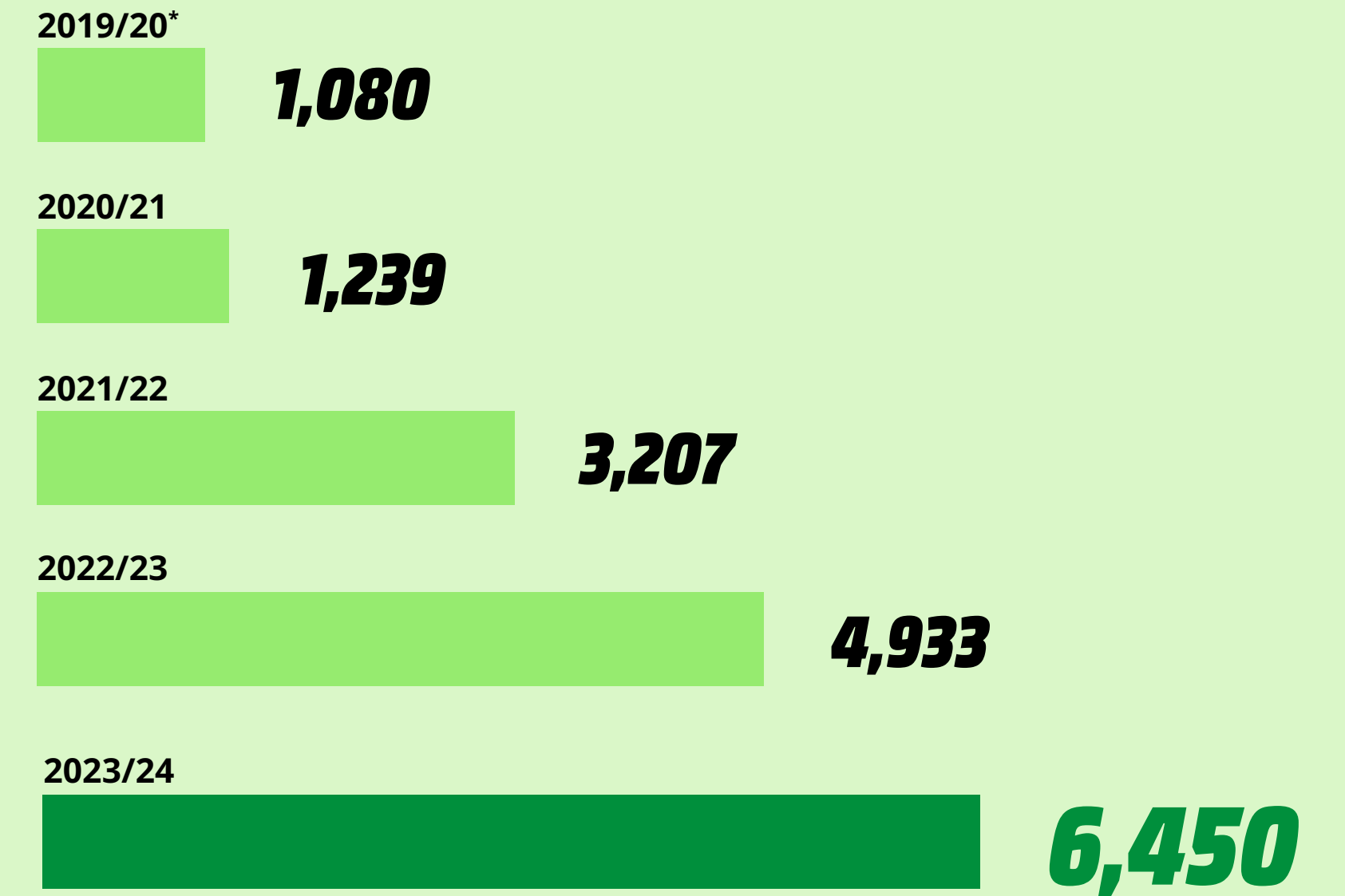
More sustainable products



In the stores, customers recognise more sustainable product alternatives by the electronic price tag and additional communication tools that make it easier for them to find BetterWay products and, above all, to quickly recognise why an appliance is more sustainable. Our sales staff are also specially trained to provide customers with better advice on sustainability. In our online shops, we display the BetterWay logo on the overview and product detail pages directly next to the product image. On the detail page, all information on sustainability is displayed via a pop-up.

When we joined the Green Consumption Pledge in April 2021, we committed to doubling the number of more sustainable products in our product range by the end of 2023. We increased this target with our renewed commitment to the Sustainable Consumption Pledge in March 2023 of 6,000 BetterWay in the product range by 2025, but we exceeded it in September 2024 with 6,450 products.

More sustainable products in our product range



* Base year

Spotlights

**Germany/Austria/Italy**

In several stores, we have created "Experience Zones" in which we educate customers about the responsible consumption of consumer electronics and bring our more sustainable product alternatives and resource-saving services to life. We also use interactive formats, such as a digital quiz, and integrate industry partners. While the Experience Zones in Austria and Italy are smaller, and in some cases temporary, we have installed a permanent BetterWay boutique in our Lighthouse in Hamburg – a concept that we also want to roll out in other countries.

Spain/Poland

Advising our customers does not stop at the store exit: in all countries, we regularly inform our customers via social media or newsletters about the conscious consumption of consumer electronics and more sustainable product alternatives. One example: the #BetterWayFriday of our Spanish country organisation with changing themes. And our Polish country organisation organises fun workshops with children – including on energy efficiency.

Germany

We have had a pop-up store in the student city of Tübingen since June 2024, which focuses on our range of refurbished products. Customers can find a portfolio of refurbished electrical appliances and sustainable services in the centrally located boutique that can usually only be found on our online marketplace.

Spain

Our Spanish country organisation is in constant contact with our partners and manufacturers: they receive a BetterWay newsletter every three months – with KPIs, customer insights and a current focus topic. This enables us to pass on our experience from personal customer contact in a targeted manner.

**Hungary**

Employees are deployed as "BetterWay Ambassadors" in all Hungarian stores: easily recognisable by their green T-shirts, they are the point of contact for all questions relating to more sustainable technology, support customers in selecting more sustainable products and educate them about responsible use. Also a result: The sustainability awareness of our store employees increased by 21 percent in the first three months.

Refurbished products

As good as new - and more environmentally friendly

Refurbished products – used, professionally refurbished appliances – are also a more sustainable product alternative. The appliances are technically in perfect working order and in most cases can hardly be distinguished visually from new items. Continued use saves energy and resources that would otherwise be consumed in the manufacture of a new appliance. Refurbished smartphones, for example, save up to 90 percent in resources, such as water and raw material extraction, compared to new production.

Refurbished products have two advantages for our customers: They help to conserve resources and save money. During refurbishing, used appliances are tested for functionality and repaired if necessary. Then we rate them: the appliances are categorised as "excellent", "very good" or "good", and our customers can choose between these three quality levels. Refurbished devices are sold with original or corresponding accessories.

The range of refurbished appliances has been expanded once again significantly. In addition to the main product groups of smartphones and notebooks, customers can now also purchase refurbished tablets, large household appliances, small kitchen appliances, hoovers, IT accessories and solar energy systems. In the 2023/24 financial year, we sold a total of 188,000 refurbished products via our sales channels. Of these, 120,000 originate from customer returns, 68,000 products were sold by third parties (financial year 2022/23: 18,000). This corresponds to an increase of around 276 percent. Our goal is to sell 220,000 refurbished devices from third parties in the 2025/26 financial year.

Incidentally, our management and employees at our head offices in Germany and Austria also only use refurbished premium smartphones as work phones. Since September 2023, 570 of these phones have been issued to employees.



Our goal is to sell

220,000

refurbished devices from third parties
in the 2025/26 financial year.

Refurbished products

Coming and going: Returns

We offer refurbished products from third parties via our marketplace, where we bring price-conscious and environmentally aware customers together with suppliers of refurbished products. In Türkiye, for example, we are also integrating the range of refurbished products from third parties into the stores.

There are also customer returns, i.e. products that have been returned by customers. Our aim is to send customer returns back into circulation – and this works for almost all returned devices. In addition to ongoing process optimisation, this is based on intelligent marketing via our stores, online marketplaces and external partners.

In the 2023/24 financial year, we used our service and repair hubs to resell more than 120,000 returned products with a value of almost 30 million euro to customers – that is more than 99 percent of all returns.

Belgium

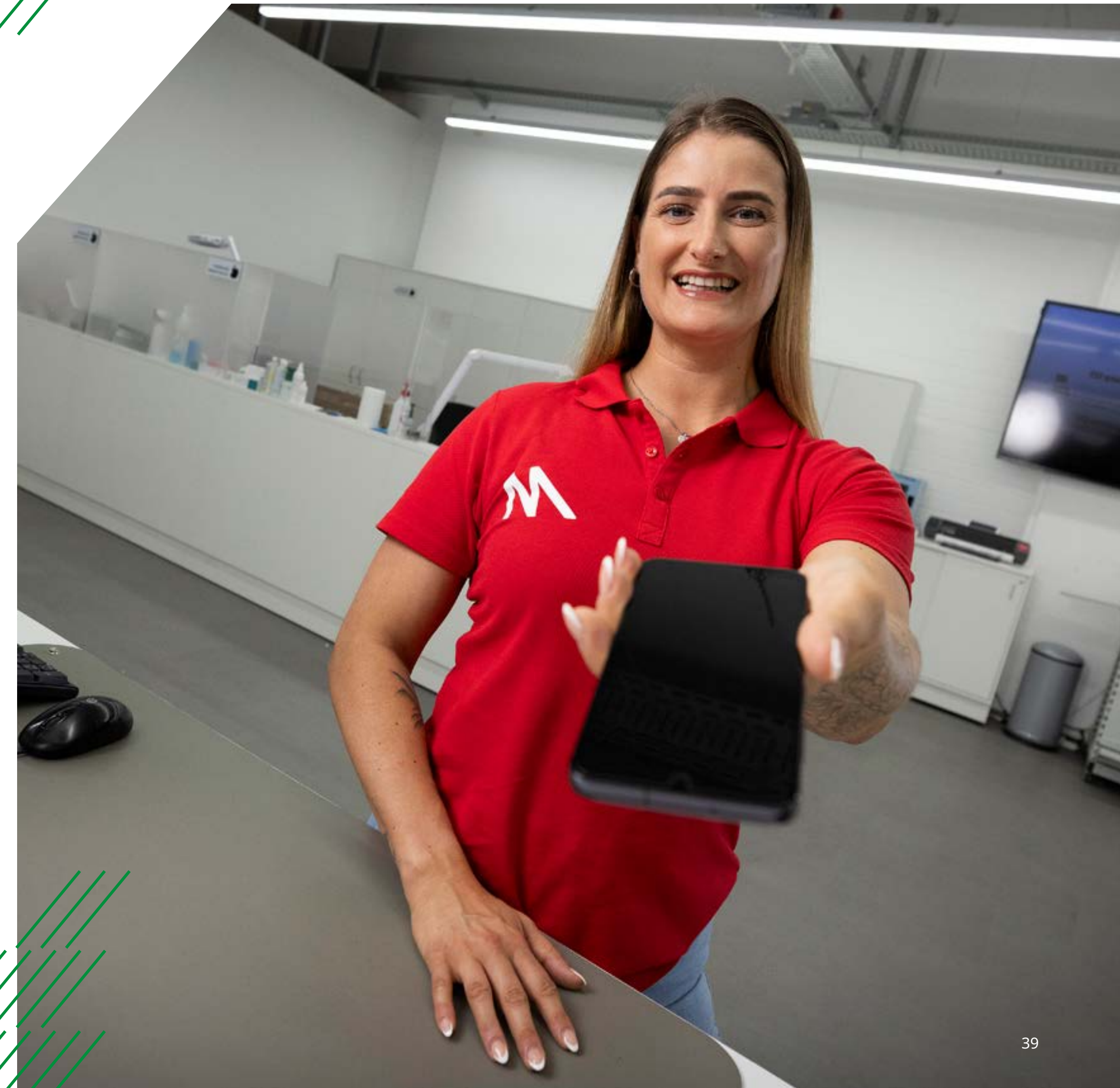
In Belgium, our customers can buy high-quality products at lower prices via an outlet website without having to forego our service and guarantees. The outlet offers the same product range as the regular website, but also includes products that have been repaired, whose packaging has been opened or which have been returned, for example.



Renting means sharing - and sharing conserves resources

Renting, using and passing on technology saves resources that are used in the manufacturing process of each product. In our rental programme, offered with an external partner, the devices are cleaned after return, repaired if necessary – repair insurance is included in the rental price – and then rented out again by the external partner. The offer is currently available in Germany, Austria and Spain.

In the 2023/24 financial year, we concluded almost 20,500 product rental agreements.



Repairs

The longer a product lives, the more sustainable it is

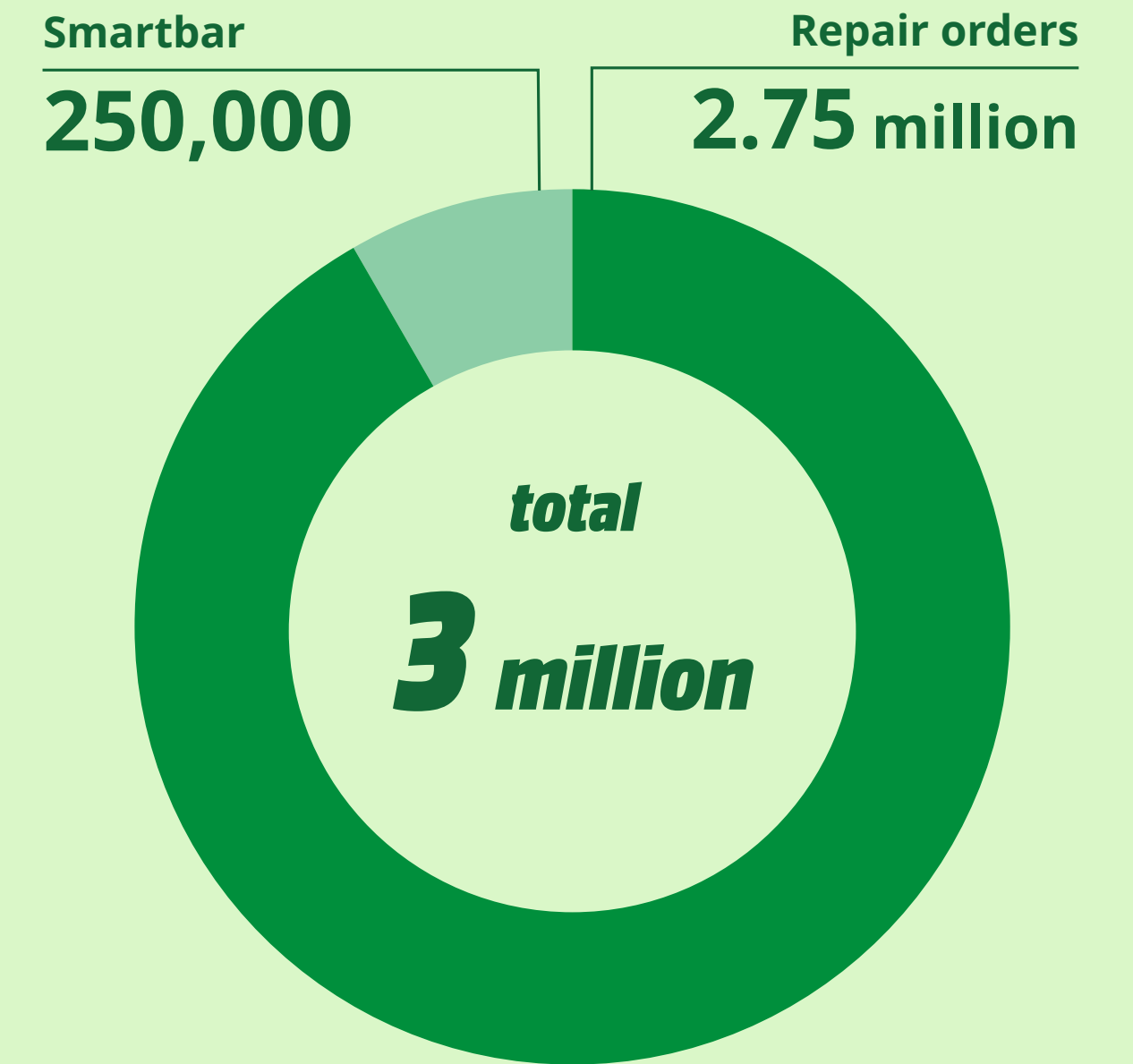
Repairs play an important role in the circular economy: They extend the service life of products. That's why we offer a comprehensive service here. Customers can hand in broken appliances or appliances in need of maintenance at any of our stores. At our Smartbars, our employees repair mobile phones, apply screen protection and offer spare parts, and customers can take their devices with them immediately. Our After Sales Service Desk coordinates necessary repairs with our own workshops, the manufacturer's workshops and selected repair service providers.

9,444 tonnes
of electrical waste saved

Spain/BeNeLux

In Pinto, Spain and Goes in the Netherlands, there are two central contact points for repairs that are handed in by customers in the regional stores. In Spain, around 40 percent of all repairs are managed centrally in this way and repaired by our own technicians; in the Netherlands, around 17 percent.

Repairs in financial year 2023/24

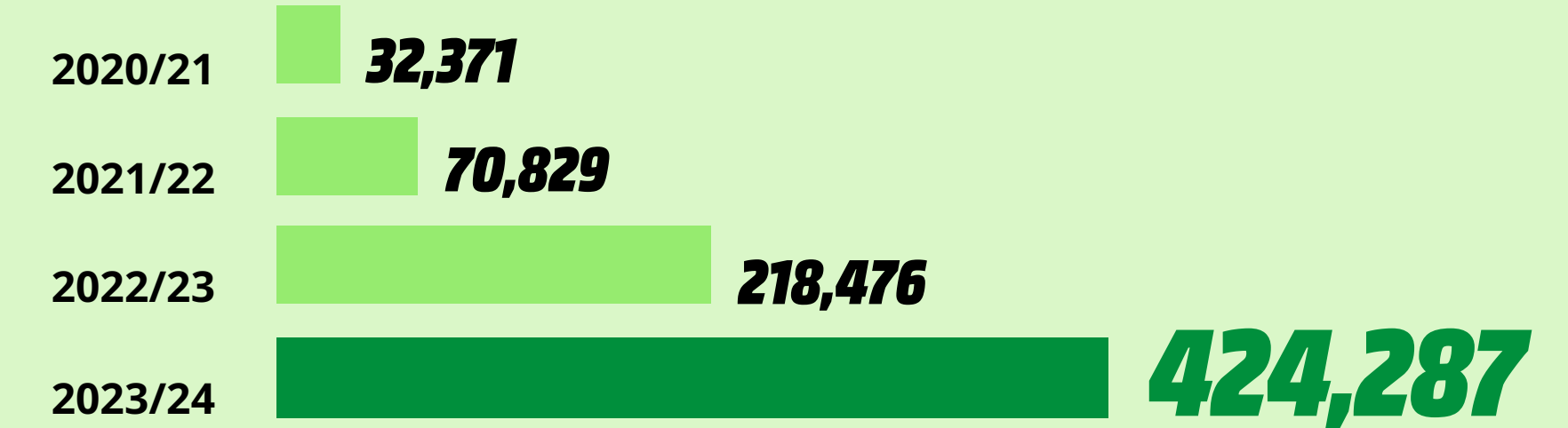


Trade-in

424,287
products traded in

Our goal: > 600,000 products traded in in 2025/26

Devices traded in per financial year



**Give it to me -
don't get rid of it**

Older appliances often lie around unused or are disposed of in working order – usually, not properly. Many devices can be given a second life through refurbishing, and in the case of defective devices, it is important to have them professionally recycled in order to recover rare earths or precious metals and counteract the depletion of finite resources.

We are legally obliged to take back old appliances. But with our trade-in service, our customers can exchange functioning devices for a gift card. This offers a double advantage: the next purchase becomes cheaper and decommissioned appliances are returned to the cycle. Since 2022/23, our trade-in service has been available in all national companies both online and in our stores. The range of products that we take back via this service includes smartphones and mobile phones, tablets, smartwatches, PCs and laptops, cameras, lenses and games consoles. We are continuously reviewing other product groups.

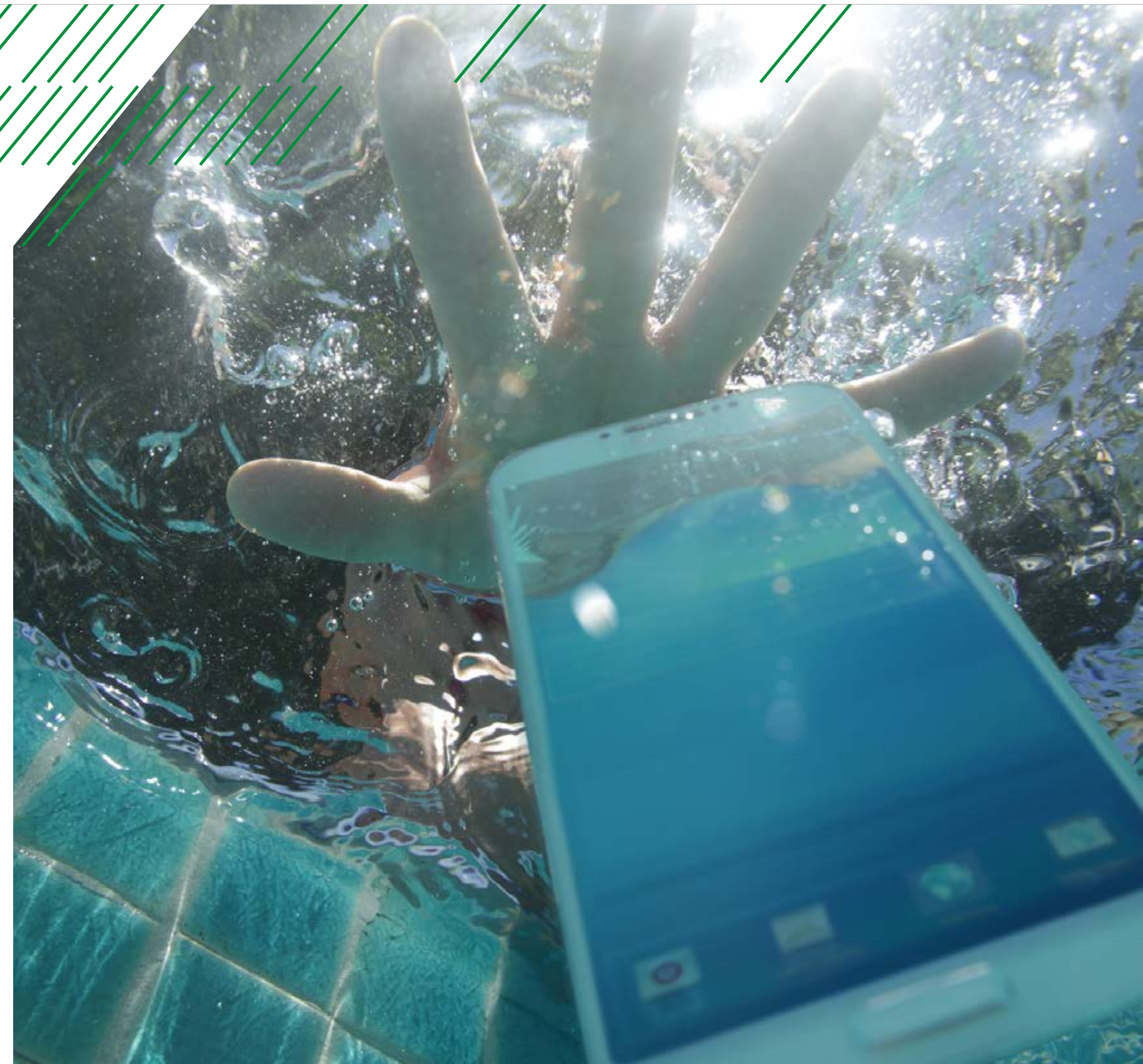


Warranty extension and insurance

Sustainable protection

Electronic products are all the more environmentally friendly the longer they are used, and insurance products make this easier: our extended warranty – i.e. the extension of the manufacturer's warranty and cover for production and material defects – promises repair or adequate replacement in the event of damage, including with a refurbished product. As part of the extended warranty, our PlusProtection offers cover against dropping, falls, breakage and water damage. Here, too, we repair the appliance so that it can continue to be used. And with our myMediaMarkt+ repair subscription, our customers can secure two or an unlimited* number of free repairs per year, depending on the subscription version – even for products that were not purchased from us.

* myMediaMarkt+ is not limited in the number of repairs, but in the annual amount of damage, which varies depending on the product (€1,500 for smartphones, €8,500 / €13,500 in all other product categories per year).



Waste management and recycling

Efficient separation and certified disposal

Our business activities generate waste in various areas: in storage and logistics, in stores and administration, and at our customers.

We have implemented comprehensive concepts for the best possible sorting of waste in our stores, which we ensure are implemented through regular training and inspections. We ensure strict waste separation and proper disposal via certified service providers.

The obligation to take back old appliances and recovery is regulated in the European Union by the WEEE Directive (Waste of Electrical and Electronic Equipment) and corresponding national laws. This means that our customers can return their old appliances to the stores free of

charge or give them directly to the carrier when a new appliance is delivered. This applies in all EU countries in which we are active and equally for our stores and on-line shops. Disposal stations for packaging waste, old batteries and lamps are available in our stores.

75,407 tonnes

returned old electrical devices in total

Waste electrical and electronic equipment taken back^{1,2} in tonnes

	2023/24
Heat exchangers	19,661
Screens, monitors	3,140
Lamps	16
Large appliances	41,139
Small appliances	1,535
Small IT or telecom devices	272
Batteries	262
Other waste electrical and electronic equipment (no clear allocation possible)	9,382
Total old electrical devices	75,407

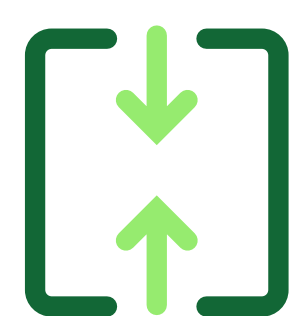
¹ The reported volumes are recorded by the disposal service providers. In stores where it is not possible to determine the specific quantities of waste electrical and electronic equipment taken back due to local conditions, assumptions were made.

² Electrical devices with integrated circuits in which substances other than water are used for the purpose of cooling/heating or dehumidification. Screens, monitors and devices with screens with a surface of more than 100 cm², gas-discharge lamps and other lamps that can be used in private households, appliances that have at least one external dimension of more than 50 cm and appliances that have no external dimensions of more than 50 cm.

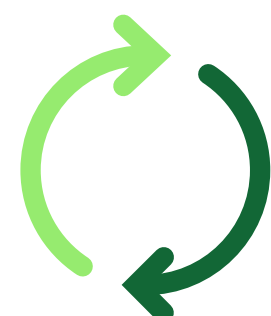
Waste management and recycling

Packaging waste

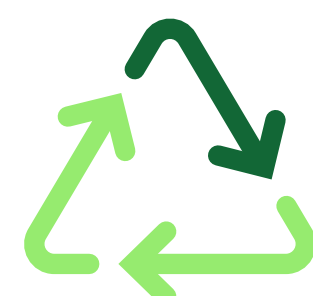
Our packaging strategy is guided by the three R's: "Reduce, reuse, recycle":



Reduce



Reuse



Recycle

- Reduce:** Here everything revolves around fewer packaging materials and optimised packaging dimensions. We are currently working on sending products in their original packaging, i.e. without any outer packaging. We also use automated pack-to-good packaging machines in Spain and the Netherlands, which adapt the packaging directly to the product during the packing process, thus saving on outer packaging and filling material.
- Reuse:** We are constantly improving the reuse of packaging materials. At one of our warehouse sites, for example, we use reusable rubber bands for pallets with large load units. This saves around 20 percent of the stretch film previously used. In Germany, we are also focussing on innovative approaches to reuse the packaging styrofoam in particular. At our large storage sites, the polystyrene is therefore not only collected, but also compressed into space-saving bales. This process makes it possible to return the polystyrene directly to the industry, where it is reintroduced into the production cycle. By reusing this material, we not only reduce the amount of waste, but also actively contribute to keeping valuable raw materials in the cycle and reducing the need for new resources.
- Recycle:** We deal with packaging materials that make it possible to separate waste by type. One of our initiatives is wet adhesive tapes. Because this adhesive tape is made of paper and has no additional sine threads, it can be recycled together with the shipping carton.

Italy

Our Italian subsidiary has implemented an educational initiative to inform customers about the topic of e-waste and the options for disposing of it. This campaign was implemented in our stores, on social media and on a landing page and subsidised by the "Centro di Coordinamento RAEE" with € 25,000.

Packaging waste in Germany in tonnes in 2023/24¹

	2022/23	2023/24
Packaging made of paper and cardboard	8,851	16,405
Mixed packaging (for recycling)	2,808	4,872
Wood packaging	2,470	3,998
Plastic packaging	1,083	2,997
Glass packaging	1,301	5
Mixed metal packaging	98	6
Total packaging waste	16,611	28,283

¹ The reported volumes are recorded by the disposal service providers. In stores where it is not possible to determine the specific quantities of packaging waste due to local conditions, assumptions were made.



SOCIAL

***Responsibility for
people and society***

Responsibility **knows no boundaries**

Our actions have a direct impact on people and societies. This commits us to a holistic social responsibility, which we fulfil with care and conviction.

Our employees are at the centre of our efforts. With around 50,000 employees across the Group, we see ourselves as a community in which every individual counts. The development of our employees is a central component of our corporate strategy. With the idea of the "Employee Experience", we are creating a culture of appreciation, continuous development and empowerment. The core topics of our commitment are: employee engagement, talent development and the promotion of diversity. We create opportunities and break down barriers through optimised recruiting processes, targeted talent programmes and an open, inclusive corporate culture. At the same time, we focus on the protection of labour and human rights.

Our social responsibility does not end at the doors of our stores. It covers our entire value chain – from the working conditions of our direct employees to the rights of people in our global supply chain. We are aware of our role as part of society at our locations and act responsibly. We actively address potential human rights risks by continuously developing our risk management approach and working closely with our suppliers.



Responsibility for employees

Employee Experience – the basis for our corporate culture

"Experience Electronics" means: We bring technology to life – for a life full of possibilities. That's what our colleagues do every day. They are the first pillar of our corporate strategy. We attach great importance to their development and promotion as well as to fair and responsible working conditions for all. This also includes diversity as a prerequisite for long-term success.

We call all the experiences that our employees have with us as an employer the "employee experience". In recent months, we have analysed the various dimensions of this in greater depth in order to initiate targeted improvements: from the technical equipment in the workplace and the physical environment to the cultural environment and the values that guide us.



Key results financial year 2023/24

Employees from

123 nations

Proportion of female employees

39.3%

0.1 percent less than in the previous year

Women in management positions

14.9%

Part-time quota

33%

Training days

2.6

per employee

Information on these developments can be found on the following pages.

Development and talent promotion

Creating prospects with staff development

The competition for talent is intensifying noticeably, which represents a real challenge – especially for labour-intensive and specialist-driven companies. In order to be successful, we are profiling ourselves as an attractive employer. By continuously developing our employees, we are able to meet the challenges of the future in our industry sector and ensure the growth of our company. To this end, we have incorporated topics such as digitalisation or customer and service orientation into personnel development programmes. In training courses and seminars, we impart industry-relevant product and service knowledge and strengthen soft and hard skills for personal and career development.

In the past financial year, we focussed on one strategic topic: "Services & Solutions". By the end of 2023, all our store employees had been empowered to find customised solutions for our customers and provide them with a brand experience in line with our policy. Practical examples, particularly from the customer's perspective, round off these training sessions. The programme has been very well received in the pilot country of Spain and will be rolled out internationally over the next few months with minor adjustments. We are also continuing our "Empower to Win" academy programme – with a more modern learning experience and new content. The comprehensive programme offers store employees in Germany a six-month development path, among other things.

Our national companies have been honoured several times for our diverse development opportunities. Examples come from Austria, where our store in Feldkirch once again received the seal of approval as a top training company, and Türkiye, where the Top-100 Talent Programme was awarded first place. Our national HR departments, such as those in Poland and Switzerland, are regularly mentioned in trade journals and are guests at conferences.



Leadership training



Developing potential - focus on leadership

We introduced four new initiatives for the further development of our managers in this financial year. We are offering two new further development modules especially for our managing directors in the German stores.

But we also have an eye on the managers of tomorrow. One strong example of this is the Hungarian "Leaders of Tomorrow" programme, where we are building talent pools and holding workshops. In Poland and Germany, we have a special programme for prospective store managers: we support them over several months with webinars and classroom training to help them settle into their new management role. We have also built up

an international pool of talent, which we prepare for their management role in a nine-month learning journey - with leadership and cultural topics, coaching and mentoring. We pay attention to equal opportunity and have achieved gender parity in the nominations for the new group. The programme was also carried out in parallel with a regional management group in German sales.

We have further professionalised our own talent acquisition in this financial year. At the centre is a new employer branding campaign - based on our "Let's go" brand campaign and featuring images of our employees.

E-Learning

Working conditions

Click and learn

Our growing e-learning programme continues to be very popular in all countries. The digital training programmes range from specialist and management topics to specialist exchange platforms with regular events. One highlight of this department was the Group-wide integration of the content of "GoodHabitZ". More than 150 interactive online training courses are available in many languages and are updated on an ongoing basis. The training courses start with the so-called "GoodScan" to determine your own strengths and growth potential and recommendations as to which training courses are individually relevant. To date, more than 50 percent of all colleagues with access to "GoodScan" have completed this module.

Responsible working conditions

Our employees are our greatest asset. We owe them good and fair working conditions. The basics:

- ✓ We uphold the United Nations' "Guiding Principles on Business and Human Rights", the "International Bill of Human Rights" charter and the International Labour Organisation (ILO)'s "Declaration on Fundamental Principles and Rights at Work". We are also a member of the retail association, where we participate in various committees to shape and develop working conditions in our industry sector. We are focussing on fair collective agreements.
- ✓ We have a binding code of conduct and an anti-discrimination policy.

- ✓ We implemented the amendments to the German Evidence Act that came into force in Germany in 2022 quickly and on time. This ensures that we provide our employees with evidence of the key contractual conditions.
- ✓ As in many other areas, we also rely on the dual control principle in recruitment – and protect our employees and applicants from individual arbitrariness.

If our employees experience violations of their rights or hear about them, they can contact their line manager. Or you can use our anonymous reporting system to initiate a structured process for clarification.

Participation through co-determination

All employees have the right to freedom of association – this is explicitly stated in our Code of Conduct. In addition to regular works council elections, for example in Germany, the new election of delegates to the European Works Council (EuroForum) took place in the last financial year. As scheduled, the elections for workers' representatives for our Supervisory Board were also held at this time. Following the constituent meeting in September 2023, regular meetings of the Euro Forum Steering Committee are held. This committee discusses

overarching topics such as standardised work clothing and the roll-out of the feedback meeting.

Our management has established a good, regular dialogue with the employee representatives. We regularly inform employees and employee representatives about our business, obtain their feedback and observe co-determination rights. We also encourage our managers to create an open and trusting environment.



Flexible working time models

Family and career – how we promote modern working

Not every job allows flexible working or working from home to the same extent. But because we want all colleagues – whether in the store or in administration – to be able to combine their private and professional lives, we offer a maximum of flexible working time models. We piloted a "Mobile Work" concept for the administrative locations in Germany over several months. This means that the majority of our employees can spend 50 percent of their working time outside the company workplace. In Poland, the Netherlands, Hungary and Austria too, mobile working increases the compatibility of work and family life.

Since 2010, we have been pursuing a long-term HR policy with the "berufundfamilie" audit that takes account of families and different phases of life. The certificate was confirmed for two of our subsidiaries. We also offer

childcare at the head office during the summer holidays. We provide parents-to-be with helpful information at the monthly "Becoming a parent at MediaMarktSaturn" event, ranging from legal requirements to returning to work. And we also support our employees in sudden care situations. To this end, we have brought the care experts from WDS.care on board with their free counseling and mediation services for our employees and their relatives.

We have positioned ourselves as an attractive employer with our measures to reconcile work and family life: our Spanish company country organisation has once again received the "Great Place to Work" award, while our Turkish company has once again been named a "Top Employer" of 2024.



Company health management



A wide range of initiatives to ensure a healthy workplace

We pursue a holistic approach with our occupational health management. We attach great importance to the close integration of occupational health and safety and HR management. Based on the analysis of routine health data and internal surveys, we determine specific needs and take into account the different challenges of individual target groups.

At the head office, a broad range of services has covered all areas of occupational health since 2016: on-site exercise courses, webinars on various topics, contacts to contact centres and apps for individual prevention. We have been addressing the topic of mental health since 2024 by offering a "Mental Health" orientation consultation. Employees quickly receive initial support and, if necessary, are referred to a large network of experts.

Since 2022, we have been offering the subsidised company programme "EGYM Wellpass" in Germany, which provides the opportunity to be active at over 9,900 fitness and yoga studios, swimming pools and climbing gyms. Some 2,500 colleagues already use the programme.

**Our sickness-related
absence rate remained
stable at**

4.2%

**2023/24 financial year
Previous year: 4.0 percent**

Company health management

Based on a detailed analysis and pilot project, we launched a health initiative specifically for the German stores during financial year 2023/24. The focus is on regular health impulses, which are disseminated via a poster campaign with a monthly focus topic. Our store employees can also take part in a "Mesana" health check. An app bundles all store-relevant health topics and makes them available to specific target groups. We also actively promote our health promotion programme in other countries: in Poland, we send out a seasonal newsletter that encourages healthy activities, and in Spain, we held a training course on back-friendly days that used motion capturing to visualise the participants' skeletons.

We have further expanded our offerings on the topic of "healthy leadership" – experienced and prospective executives can regularly take part in workshops and specific webinars. We support the personalised preventive health-care of our store managers with a comprehensive health check-up, which can be taken advantage of free of charge every two years at our contract clinics.

And additional piece of positive news: our sickness rate remained stable in the 2023/24 financial year at 4.2 percent (previous year: 4.0 percent).



Diversity, equality and inclusion

Different people, shared values

Our employees are as diverse as our customers. Colleagues from 123 nations, of all ages and genders, different ethnicities and sexual orientations are united under our roof and have found their place. Our diverse teams are a strategic advantage: only through their diverse skills, experience and perspectives can we take all viewpoints and approaches into account and make the best possible decisions. We have also anchored "collaboration in diverse teams" as a separate goal in our corporate and management principles.

We create the basis for this understanding with our Code of Conduct. We have also been a signatory to the Diversity Charter for over six years and are committed to diversity and equal rights in our company.

Tolerance is non-negotiable

We adopted our anti-discrimination guidelines in 2023.

It forms the basis for our internal campaign against "Sexual Harassment and Discrimination in the workplace", which we use to raise awareness of these issues – for example, through top management communication.

In the coming financial year, we will train all employees on these unconscious assumptions.



Hungary

In the last financial year, a project launched in Hungary in 2020 to integrate employees with disabilities has been rolled out in ten stores to date. The pilot store in Székesfehérvár currently employs 22 percent of colleagues with disabilities (compared to the proportion of other stores: 2 percent). Inclusion is based on the conviction of executives, external mentoring and an empathetic working environment. Among other things, employee satisfaction is well above the average for our other stores.

Female Empowerment

Empowering women

One of the first topics we put on the agenda was the advancement of women: We want to be the leading employer for ambitious women in retail. To this end, we are continuing to build on our successful "Women in Retail" initiative and taking it to a new level internationally.

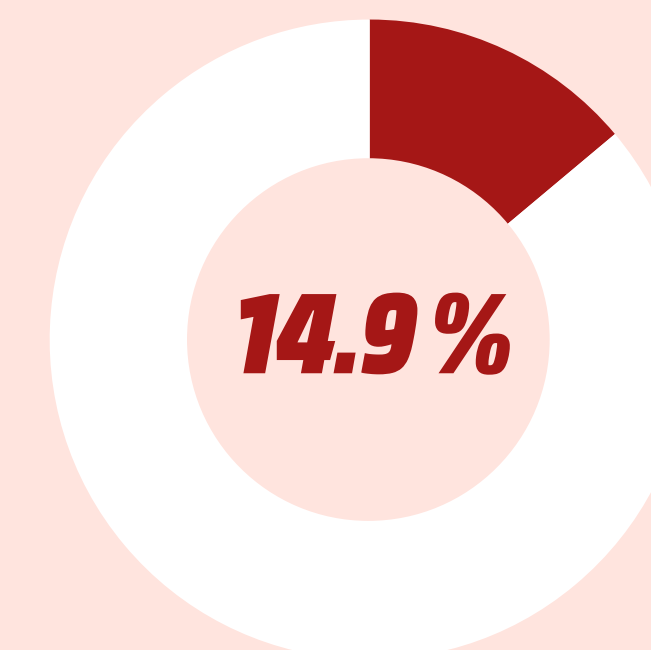
To manage the proportion of women at the first two management levels, we have agreed on targets for recruitment and succession planning. The management boards of all countries have made firm commitments to a higher proportion of female managers, which are followed up by our CHRO and the Executive Committee. In the past financial year we were able to achieve a significant increase at the first management level (+ 3.1 percentage points) and have a share of female executives of 18.4 percent. Overall, the proportion of women in management positions (levels 1 and 2) has risen by one percentage point.

And we are actively talking about it: Last year, we set up a new website, "Women@MediaMarktSaturn", which presents our international initiatives, shows examples of female employees and celebrates their successes. In interviews, for example, the career paths of female colleagues are traced – as role models for many other successful women at CECONOMY.



Proportion of women 2023/24

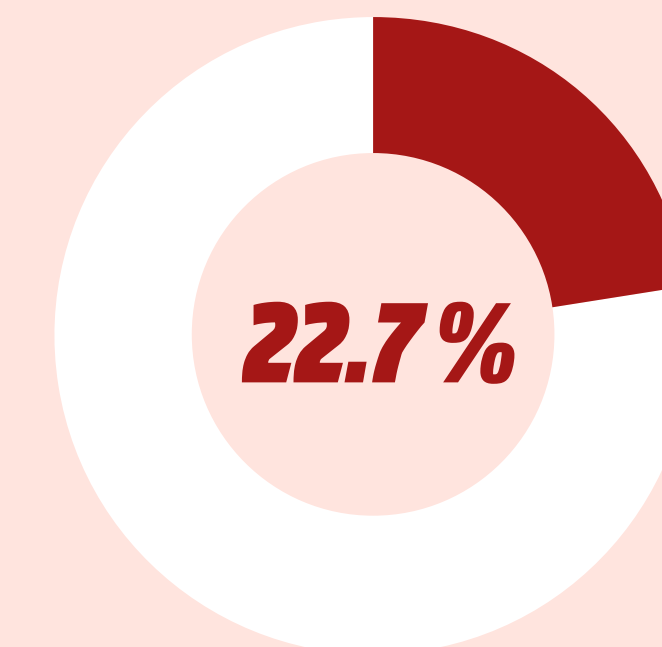
Share in the top two management levels (level 1 and level 2)



14.9%

2022/23: 13.9%

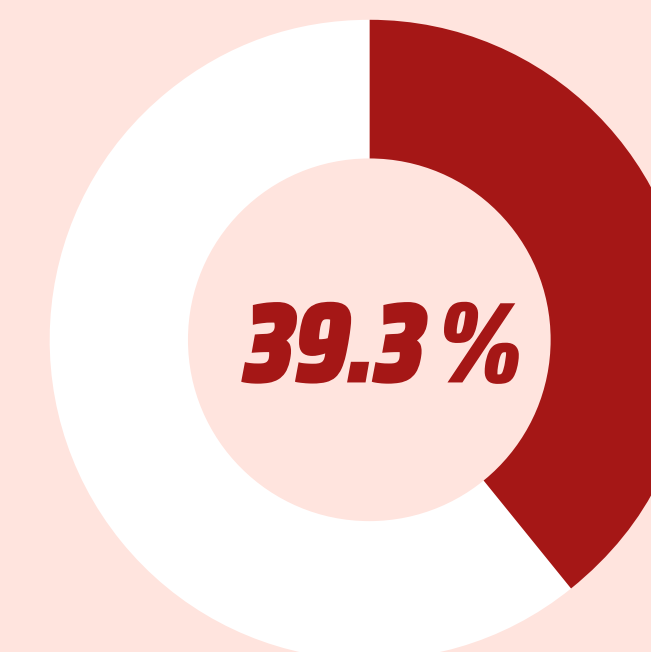
Share in management positions (level 1 to 3)



22.7%

2022/23: 22.0%

Share of total workforce



39.3%

2022/23: 39.4%

Female Empowerment

Belgium

The Women Inclusion Network (WIN!) is an innovative 9-month programme to promote female executives. The programme supports aspiring talents in their career development through mentoring, training and a strong network. WIN! connects up-and-coming talent with experienced managers from various sectors. The aim is to establish MediaMarktSaturn as a pioneer in diversity and inclusion and to inspire partners to create their own WIN!-Bringing programmes.

Poland

Our colleagues in Poland have implemented several campaigns on social networks that playfully address prejudices against women, turn them on their heads and encourage women to apply to our industry.

Türkiye

In Türkiye, our sports sponsorship of the Fenerbahçe Istanbul women's volleyball team highlights the strategic brand theme of female empowerment: successful female players and female store employees are brought together in an eye-catching manner in commercials and on large-scale posters. We have also launched a mentoring programme that makes our female talent more visible and establishes networks.

Spain

In Spain, a programme focusing on the development of female managers was continued in collaboration with the ESADE Business School – a similar programme is currently being prepared in Hungary.

Germany

A new partnership with the Initiative Women into Leadership (IWIL) association offers a sustainable network for female talent at the top level – for example, with exclusive events or a cross-mentoring programme beyond company boundaries.



Responsibility in the supply chain

Fair trade: together for people and the environment

We sell branded products from globally recognised manufacturers and products from our own-brand company. Supplier relationships are therefore within the nature of things. We respect labour and human rights in all our business activities. What's more, we want to actively contribute to the realisation of these rights. We not only apply this standard to our own colleagues, but also support our suppliers and partners in protecting human rights.

Long-term IMTRON supplier relationships

92.3%

(> 5 years), 19.3 percentage points more than in the previous year

Successful audits at the production sites of our inhouse brands

98.4%

0.4 percentage points less than in the previous year



Due diligence obligations in supplier management

Sustainable supply chain management, transparent and responsible

We implement all components of sustainable supplier management on the basis of a human rights due diligence process. We take a risk-based approach to complying with these due diligence obligations: in the 2023/24 financial year, we carried out a comprehensive, software-supported risk analysis of our supply chain in accordance with the requirements of the German Supply Chain Due Diligence Act (Lieferkettensorgfaltspflichtengesetz - LkSG) as well as a cross-country risk analysis of our own business division with regard to human rights and environmental aspects. We have identified the priority risks and made them transparent, especially for our direct suppliers.

The earnings: No significant risks in accordance with the LkSG were identified, either in our own business sector/

segment or in the department environment. Along the supply chain, only 1.4 percent of our direct suppliers were classified as high risk (211 suppliers out of a total of 15,460, including 48 goods suppliers and 163 cost suppliers). We publish the results of the annual risk analysis in our policy statement on human rights.

To ensure that all business units involved in the purchasing process have the necessary information, e-learning on human rights is available to all Group employees and is regularly mandatory for the employee groups affected in accordance with the LkSG. Here, we draw particular attention to our obligations and actions in the supply chain. We also inform and train our suppliers: We have created a website to inform them about the legal requirements, our standards and our support.





Whistleblower system

Standing up for human rights

How we deal with violations and anomalies is also important to us; we therefore have a whistleblower system that enables us to report human rights risks and violations quickly and easily. All employees, as well as third parties, can anonymously report any suspected human rights violations – regardless of whether they occur within our company or in the supply chain.

You can find more information on the whistleblower system in the [Compliance section >>](#)

Supplier management for our inhouse brands

Tested and approved

Our subsidiary IMTRON, with its own-brands ok., KOENIC, PEAQ and ISY, operates its own supplier management system. By becoming a member of amfori BSCI, it undertakes to carry out regular audits of its suppliers. An amfori BSCI audit is considered successful if the supplier achieves at least a "D" grade. For suppliers in countries that amfori BSCI classifies as risk countries, 98.4* percent of these audits were successful.

IMTRON has defined its own purchasing guidelines for the supplier management system. It takes into account our CECONOMY guidelines and applies them IMTRON as well as its 100-percent subsidiaries IMTRON Asia Hong Kong, IMTRON Electronics in Spain and IMTRON Italia. The directive defines processes and methods at

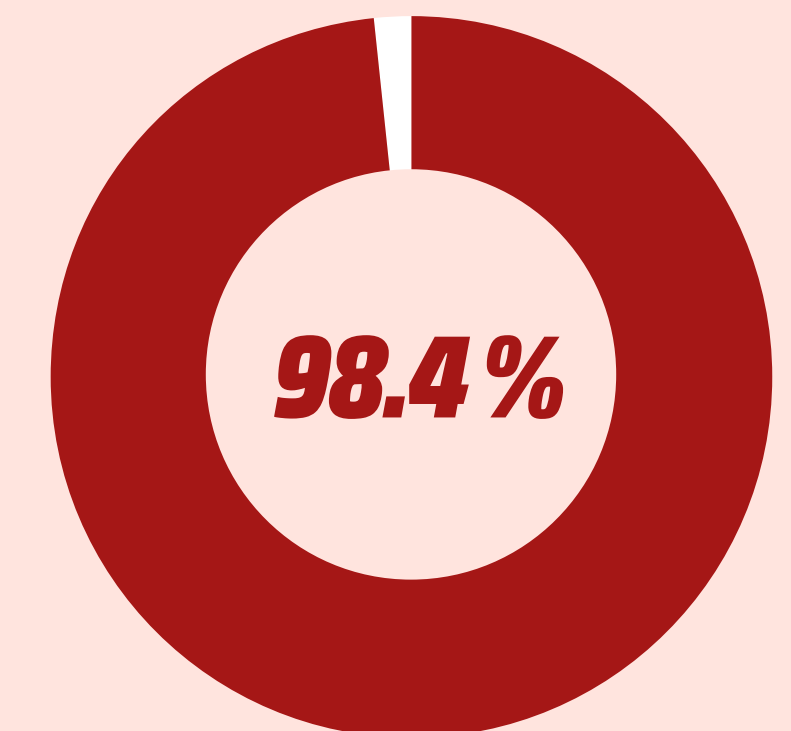
procurement and regulates minimum requirements for products and goods-related services. Our Supplier Code of Conduct is a binding component of all product-related purchasing contracts. In addition to this contractual obligation, the successful implementation of the amfori BSCI social standards system is a binding prerequisite for every individual order.

The sustainability of its suppliers is a long-term goal of IMTRON. In order to support them in their development, long-term business relationships are particularly important: IMTRON has been working with 92.3 percent of active suppliers for more than five years (2020/21: 54 percent, 2021/22: 59 percent, 2022/23: 73 percent).

* 98.4 percent relate to successful audits in countries categorised as risk countries by amfori BSCI. As part of our commitment to responsible procurement, all our suppliers from high-risk countries must undergo a BSCI audit, the SA8000 Standard and the Responsible Business Alliance (RBA) or an equivalent procedure before we do business with them. Suppliers from low-risk BSCI countries are exempt from this requirement. In addition, we actively review the BSCI status of our long-standing suppliers to ensure consistent compliance with our standards. If it is established that a long-standing supplier does not comply with the BSCI standards, it is initially granted a grace period of usually three months to fulfil the BSCI standards. If compliance is not achieved within this time frame, business relationships will be cancelled with this supplier.

Successful BSCI audits

Share of suppliers
successfully audited



2022/23: 98.8%

Social commitment

For a life full of opportunities

We take responsibility – even beyond our core business. As a company, we are active in all countries in which our national subsidiaries are represented. We are also involved at a local level in the communities of our stores and at our headquarters in Ingolstadt. In recent years, we have further developed our corporate citizenship strategy and transformed our previously reactive commitment into active corporate citizenship. In terms of content, we are focussing on one topic in particular: digital participation. This is where we can achieve the greatest social impact with our products, services and expertise. We want everyone to be part of today's digital world. We are continuing our existing local social commitment and will continue to provide support in emergencies.

Donations to charitable organisations

€229,000



Social commitment

OUR LOCAL CONTRIBUTION

Group-wide, national and store companies have once again donated to local charitable organisations and helped to make their city or region a better place to live. Our social commitment is deeply rooted at our headquarters in Ingolstadt in particular. Here we support sporting and cultural life in long-term partnerships. Our social commitment is primarily characterised by our traditional annual employee donation, the proceeds of which are doubled by the company. The recipients of the donations are charitable organisations in the region, including those suggested by our colleagues. Our largest donation this year went to an organisation that uses art therapy to promote inclusion for children and young people.

OUR COMMITMENT TO DIGITAL PARTICIPATION

In 2023, our Italian national subsidiary launched MediaWorld Labs to help the population affected by severe flooding in the Emilia Romagna region. In collaboration with the Emilia Romagna region and the Italian Red Cross (CRI), MediaWorld was able to equip schools with technical devices, providing additional resources for a better new start and promoting digital participation. As a natural progression of the project, MediaWorld began to set up further MediaWorld Labs at other schools and public institutions.



An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. The trees are tall and packed closely together, with sunlight filtering through the canopy, creating a dappled light effect. The road has white lane markings and a few small cars are visible in the distance. The overall scene conveys a sense of a long, scenic journey through nature.

GOVERNANCE

Far-sighted corporate management

Our path of corporate responsibility

The sustainable orientation of our corporate management forms the foundation of our long-term success. Our management approach integrates ecological, social and ethical aspects into strategic decision-making processes. The consistent implementation of ESG criteria (environmental, social, governance) in our management structures ensures forward-looking corporate management. This is reflected in transparent, secure structures and processes that are consistently implemented and exemplified. These include standards and sustainable practices, compliance with ethical codes of conduct and the prevention of conflicts of interest. Integrating these principles into the various cultural and regulatory frameworks of our international subsidiaries poses a particular challenge.



Transparency, fairness and respect

Our Code of Conduct defines the binding ethical principles and standards of behaviour that form the foundation of our corporate culture. It not only emphasises compliance with the law, but also our clear commitment to transparency, fairness and respect. Violations of this rule harbour high risks for our company. We investigate and sanction any abuse of the position for our own benefit, in favour of a third party or to the detriment of our company. Our Code of Conduct defines precise compliance standards for all employees and is substantiated by the Group-wide antitrust, data protection and anti-corrup-

tion guidelines. In addition, there are guidelines from our Group companies and national subsidiaries that are geared towards local circumstances. E-learning and classroom training with basic information on anti-corruption, conflicts of interest, data protection, antitrust law, money laundering and our guidelines are mandatory. Violations of our Code of Conduct can be reported – also anonymously – via our whistleblower system.

Our compliance management system provides for control and evaluation measures that ensure compliance



with our standards and identify risks at an early stage. These include our internal control system and Group-wide corporate risk management, which records, evaluates and manages corporate risks at Group level.

In line with our motto "Better safe than sorry", we are constantly developing our compliance management system: with communication and training measures, regular "tone-from-the-top" messages and the consistent enforcement of our zero-tolerance approach to compliance violations.

Data protection

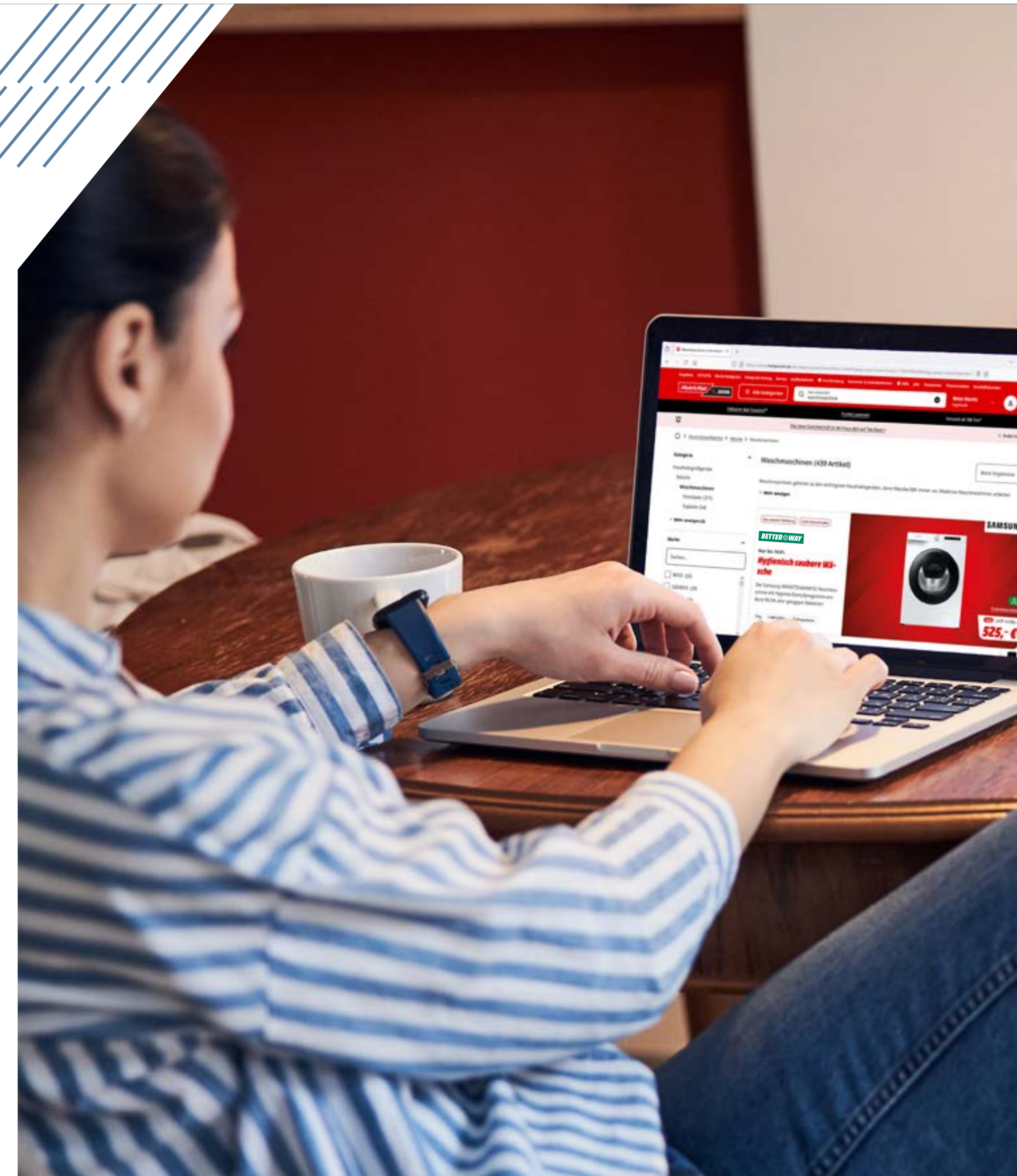
Data security

for customers and employees

As an international retail company for consumer electronics, we are driving digitalisation forward. We utilise the intelligent networking of data and information. Millions of customers entrust us with their data when shopping online, and we also collect the personal data of our employees and business partners. Because data misuse can occur in the digital environment, we always keep an eye on data protection and information security. In particular, we comply with the principles of data protection and the relevant laws – including the EU General Data Protection Regulation (GDPR).

We use many technical and organisational measures to meet the GDPR requirements. In doing so, we take into account the balance between business requirements and compliance challenges. We carry out the necessary actions on an ongoing basis – for accountability and data protection management, documentation, information obligations and data subject rights.

We regularly evaluate our general Group data protection guidelines. This directive reflects the principles of data protection for all our companies. This means that we are committed to a standardised level of data protection. In order to raise awareness of the comprehensive requirements of data protection among all colleagues, we organise annual mandatory training courses.



Information security

Integrated IT security architecture

In the 2023/24 financial year, around

54,000

employees were trained in phishing simulations

Potential threats in retail include IT-based business process failures, IT security incidents and cyberattacks. We want to avoid these threats and the resulting economic damage, ensure principles, such as confidentiality, availability and integrity, and protect personal rights. Information security enables us to analyse our risk and security situation holistically and creates the technical prerequisites for implementing data protection operationally. At a strategic level, we want to increase the security awareness of all employees in the company and expand the security architecture, technology and capacities. With this policy, we are positioning ourselves for the future and reacting early to current requirements: the increasing online share and the risks that come with the increasing professionalisation of attackers. We continue to invest in sensitising all employees to risks such

as CEO fraud and phishing – face-to-face training, e-learning and regular phishing simulations are mandatory. Our top management also takes part.

We continue to develop the systematic identification of software errors and security vulnerabilities, in particular with the continuous security-related improvement of the services available online. The establishment of a holistic vulnerability management system enables us to respond significantly more quickly to recognised technical risks.

In the 2023/24 financial year, around 41,000 employees across the Group received annual cybersecurity awareness training and around 54,000 employees were trained in phishing simulations.

Taking responsibility: ***Taxes***

Our tax strategy is based on the values of our Code of Conduct, which defines social acceptance as an essential basis for economic success. In all countries in which we operate, we pay the taxes due and strictly comply with the applicable tax laws and regulations.

We consider taxes to be crucial for a functioning society and the financing of important public investments in education, research and infrastructure. We therefore consistently reject any form of tax evasion – both in our company and with our business partners. This principle guides our business decisions.

We comply with tax transparency regulations and initiatives, including country-by-country reporting (CbCR). In

financial year 2023/24, we operated in eleven countries and our transfer pricing system is in line with OECD guidelines. Transfer prices between our national subsidiaries are calculated according to the arm's length principle, i.e. as between independent third parties. Our business model expressly excludes our presence in tax havens – none of our companies are based in a country that is on the "EU common list of third countries for tax purposes".

Another important step in our tax strategy is the implementation of the OECD Pillar II initiative, which ensures global minimum taxation. By implementing Pillar II, we are helping to promote a fair and equitable international tax system and strengthening the trust of our stakeholders in our tax practices.

Working in partnership with the tax authorities is important to us. We therefore maintain a transparent and constructive dialogue with the financial administration at the local level. Our Management Board has installed a tax compliance management system to ensure the proper fulfilment of our tax obligations. The system is based on auditing standard 980 of the Institute of Public Auditors in Germany (IDW) and takes into account the minimum standards of "IDW Practice Note 1/2016". Incidents or suspected cases of tax misconduct are reported through established compliance communication channels – both within the Group and by third parties. Our tax reporting is audited by auditors as part of the annual audit.



General information

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Gender Clause

For a better readability, the masculine language form is used in this report for personal designations that refer to more than one gender. However, this does not imply any discrimination against genders but is to be understood as gender-neutral for the sake of linguistic simplification.

Language

The sustainability report is published in German and English. In the event of deviations, the German version of the sustainability report shall prevail.

Rounding differences

For computational reasons, rounding differences to mathematically exact values (monetary units, percentages, etc.) may occur in tables, graphics and references.

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