

Press Release

MediaMarktSaturn wins reta Award in the "Best Artificial Intelligence" category

MediaMarktSaturn receives the renowned reta Award for its internal AI platform "Sandy". Every year, the EHI Retail Institute honors international retail companies for their outstanding technology projects. The category "Best Artificial Intelligence" honors innovative AI projects that improve decision-making, personalization and efficiency in retail.

Ingolstadt, 19 February 2025

This year's reta Award of the EHI Retail Institute in the category "Best Artificial Intelligence" goes to MediaMarktSaturn. The award recognizes the company's in-house developed AI platform "Sandy", which creates a corporate and data protection compliant environment for the use of generative artificial intelligence in the company.



Sandro Kurpiers (2nd from left), AI Lead at MediaMarktSaturn Technology, and Felix Meyer (3rd from left), Platform Owner Customer & Marketing at MediaMarktSaturn Technology, at the award ceremony on February 18, 2025 in Düsseldorf. ©EHI Retail Institute

"We want to make everyday life easier for both our customers and our employees with innovative solutions that deliver exceptional value. Sandy is an important project for the intelligent, digital transformation of our company. With this comprehensive and modern AI platform, we offer our employees a secure, company-compliant space to test the latest AI tools, use them in their daily work and continuously develop their AI skills," explains Sandro Kurpiers, AI Lead at MediaMarktSaturn Technology.

Sandy provides access to leading AI models from providers such as OpenAI, Google or Meta and ensures strict security and privacy protocols. By consolidating multiple AI model subscriptions into a single, efficient platform, the company has achieved significant cost savings. Since the launch of Sandy in March 2024, employees have accessed it approximately one million times and generated approximately 50,000 images. In an internal study, employees also reported that they were able to work more efficiently by using Sandy.

The platform offers the ability to customize the settings and content according to the user's individual needs and knowledge, using predefined profiles for beginners, advanced users and experts. Sandy is now integrated with systems in ten of the eleven countries in which the Group operates. The platform is continuously updated and further integration of the latest AI models is constantly evaluated.

Artificial intelligence is a central component of MediaMarktSaturn's innovation strategy to keep pace with the dynamic market environment and to actively shape the future of retail with innovative solutions for customers and employees.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retail company for consumer electronics and related services. As part of its strategic realignment, the company is developing itself from a classical product seller to a solutions-oriented omnichannel platform which integrates the topics customer and sustainability into all of its business activities. MediaMarktSaturn is using the term "Experience Electronics" to describe its repositioning and, at the same time, the range of services it offers its customers. With its portfolio of formats and brands, the electronics retailer is focusing on customer experience and personal advice. The company includes the MediaMarkt and Saturn brands, which comprehensively network their approximately 1,030 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 48,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around EUR 22.4 billion in fiscal year 2023/24, with online sales accounting for 24 percent of this figure. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. For more information, visit www.mediamarktsaturn.com. (Data as of 30 September 2024)

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