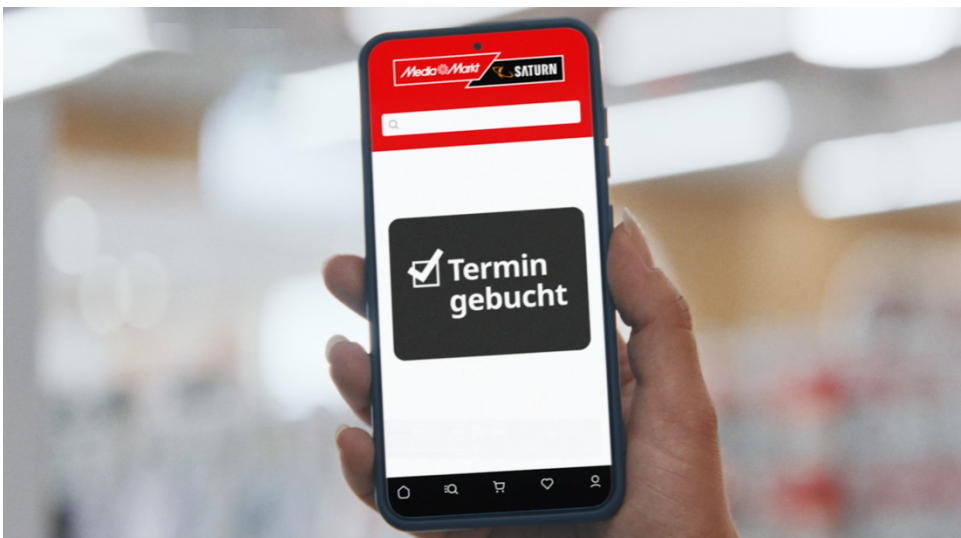


Press Release

MediaMarktSaturn shows its face: Personalized Service as the new standard in stationary retail

Europe's leading electronics retailer is setting new standards in personalization: As of this week, customers in the first 40 stores in Germany will receive personal all-round support for their purchase within a very short time – from a consultation appointment to support beyond the purchase. The "Personalized Service" will be introduced in all German stores by the end of the year.



Ingolstadt, 04 March 2025

Shorter waiting times, individual advice and a dedicated contact person in the store – these are the three major advantages of the new concept for customers. With the introduction of "Personalized Service", MediaMarktSaturn is strengthening its presence in brick-and-mortar retail and at the same time promoting customer loyalty and satisfaction.

Individual support, just like in the small store around the corner – MediaMarktSaturn is taking shopping at the European market leader to a new level: personal support before, during and after the purchase will become the new standard in all stores across Germany. As a result, the individual needs of customers are becoming even more important.

"With our personalized service, we are setting a new competitive benchmark and clearly differentiating ourselves from pure online retailers," emphasizes Dr. Sascha Mager, CEO of MediaMarktSaturn Germany. "Our motto: My customer, my responsibility. We establish personal relationships and are there for our customers throughout the entire customer journey. This strengthens our relevance in the long term and significantly increases customer loyalty. At the same time, we are sharpening our market positioning and taking another decisive step towards becoming an integrated solution provider."

Personal all-round support for purchasing

Customers can now book an appointment in advance for a consultation in selected stores in Germany. Online and brick-and-mortar retail are closely interlinked: Appointments can be booked via [mediamarkt.de](https://www.mediamarkt.de) or [saturn.de](https://www.saturn.de). Customers specify the category in which they would like to receive advice and select their preferred appointment time. In the store, customers enjoy personal support from the beginning to the end: They are welcomed by a member of staff in the entrance area and accompanied to their customer advisor. For particularly large or heavy products, they are given a transport or carrying aid. The customer advisor also provides the store's contact details in case any questions arise afterwards.

With this concept, customers benefit from shorter waiting times, more personalized support and a strong relationship with the store's team of experts. MediaMarktSaturn is also increasingly focusing on data. With 43 million loyal customers and billions of data points, the electronics retailer is gaining important insights into its customers' preferences. "Every customer profile is unique – but the diversity of our data allows us to identify patterns in our customers' behavior," says Sascha Mager.

Members of the MediaMarkt and Saturn customer programs also have the advantage that the customer advisors can prepare even better for the conversation in advance because they know the customer's purchase history and preferences. The company evaluates customers' past purchases and calculates the probability of product preferences.

The newly introduced service was successfully tested in Germany and Switzerland in 2024 and received very positive feedback from customers and employees. It has already been fully rolled out in Switzerland and is now being gradually introduced in blocks of 40 additional stores in Germany. The concept should be available in all German stores by the end of 2025. Online-only appointments for a consultation, repair acceptance or services at the Smartbar are already available in all stores in Germany. Austria will be the next country within the Group to offer the concept, with the rollout starting in May. This will be followed by Spain, where the test phase is currently underway.



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 more than 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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