

Press release

**Countless possibilities in one device:
MediaMarktSaturn focuses on the circular economy
with an international campaign**

MediaMarktSaturn is convinced that every device deserves a second life. The company is now also showcasing its commitment to sustainability and the circular economy in its marketing.

Ingolstadt, April 9, 2025

In the latest campaign, MediaMarktSaturn and brand ambassador Jürgen Klopp are teaming up to promote the retailer's trade-in service. The campaign will be shown in all eleven countries in which the company is active.

The centerpiece of the marketing initiative is a spot featuring brand ambassador Jürgen Klopp. He uses MediaMarktSaturn's trade-in service for his used smartphone. The phone ends up in other hands as a refurbished product. The new owner is a young, passionate football talent who likes to share her football skills on social media - and soccer enthusiast Jürgen Klopp is also among the many people who watch and like the video. The second life that MediaMarktSaturn has given the smartphone means that the girl and the previous owner are unwittingly connected and the young player's joy at receiving a reaction from Jürgen Klopp is hard to contain.

Michael Schuld, CMO of MediaMarktSaturn: "Reuse instead of waste – that is the core message of our new campaign. With our trade-in service, we bring sustainability and affordability together: Every old device holds a new life – and at the same time, you're doing something good for your wallet. These two aspects correspond to the spirit of our times. That's why they are a perfect match for our marketing."

In Germany, the campaign is supplemented by additional marketing measures relating to sustainable services. These include a poster campaign at the point of sale as well as various videos for online or TV use, which



focus on repair, refurbished products or display protection, among others. The aim is to further increase awareness of MediaMarktSaturn's circular economy offerings. In Germany, the campaign will be shown on TV, online and at the point of sale from April 22 to May 19. Saatchi & Saatchi (creation) and German Wahnsinn (brand soundtrack & music) were involved in the realization of the campaign. Publicis Media was responsible for the media budget.

The commitment to greater sustainability, the Impact Experience, is a central component of MediaMarktSaturn's corporate strategy. The company was already able to further strengthen its services and offerings in the past financial year: The number of trade-in products grew by 94% year-on-year, while the number of remanufactured products sold rose by as much as 275%.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. As part of its strategic realignment, the company is evolving from a pure product retailer into a solution-oriented omnichannel platform that incorporates the topics of customer and sustainability into all aspects of its business. MediaMarktSaturn uses the term "Experience Electronics" to describe its repositioning and at the same time its range of services for its customers, with the electronics retailer focusing on the customer experience and personal advice with its portfolio of formats and brands. The company includes the core brands MediaMarkt and Saturn, which comprehensively network their approximately 1,000 brick-and-mortar stores in 11 European countries with online sales platforms, occupying market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around 22.4 billion euros in the 2023/24 financial year, with online sales including third-party providers accounting for 24 percent. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. More information at www.mediamarktsaturn.com. (Data as of 30.09.2024)

Lara Bühler

Corporate Communications

MediaMarktSaturn Germany

Phone +49 (151) 68079493

presse@mediamarktsaturn.com

www.mediamarktsaturn.com

www.mediamarkt.de

www.saturn.de