

05/09/2025

DREAM STAGE AGENDA

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| 10.00 am – 10.05 am | Warm Welcome @IFA 2025 with MediaMarktSaturn
Victor Mansaré, Moderation |
| 10.05 am – 10.15 am | Opening remarks by the MediaMarktSaturn Management Board
Carsten Geilert, COO MediaMarktSaturn Germany |
| 10.15 am – 11.00 am | Retail Media x Marketplace: Best Practices and Synergies
Torsten Ahlers, Managing Director Retail Media, MediaMarktSaturn,
Christian Kollesch, Vice President & CEO Marketplace at MediaMarktSaturn |
| 11.00 am – 11.45 am | Panel Discussion: A space full of possibilities: Space as a Service as a new successful business model for retail and partners
Carsten Geilert, COO MediaMarktSaturn Germany,
Marcus Tengler, Vice President Real Estate and Store Concepts, MediaMarktSaturn,
Susanne Harring, Managing Director De'Longhi Deutschland GmbH |
| 11.45 pm – 1.00 pm | Networking – Let's talk! |
| 1.00 pm – 1.30 pm | Customer focus, quality consulting and delivery in 90 minutes – how MediaMarktSaturn stands out with its new concepts
Alexander Rauchut, CEO MediaMarktSaturn Germany |
| 1.30 pm – 2.00 pm | MediaMarktSaturn – Transforming the brand towards the Experience Champion
Ralf Schmitt, Head Brand Marketing & Strategy MediaMarktSaturn |
| 2.00 pm – 2.30 pm | Personalized Service like in your local corner store – The new concept for personalization at Europe's market leader as a differentiator
Julian Norberg, Department Manager Operational Excellence |
| 2.30 pm – 4.30 pm | Xperion Programme
XPERION presents: Yves Arievidh und Sebastian Gerdshikow
The "must-see" for all movie fans |
| 4.30 pm – 4.35 pm | Thank you and see you next time!
Victor Mansaré, Moderation |

SUNDOWNER EVENT

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| 5.30 pm – 9.00 pm | VIP Foyer, Marshall House
To conclude a successful exhibition day, the Networking Sundowner Event provides an appropriate setting for informal exchange. Participation by invitation only. |
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