

Press release

MediaMarktSaturn and Masumi host Agentic AI Hackathon at Xperion Berlin

MediaMarktSaturn and Masumi, a European network for decentralized artificial intelligence, will host a two days AI hackathon on December 4th and 5th 2025 at Xperion in Berlin. The goal is to develop a practical, agent-based AI prototype for retail on the Masumi network.

Ingolstadt, November 13th, 2025

The hackathon will take place on December 4th and 5th 2025 in the Saturn store at Berlin Alexanderplatz – at the Xperion level, MediaMarktSaturn’s modern gaming location with its own live stage and more than 60 fully equipped high-end gaming PC stations. The venue offers ideal conditions for the hackathon, which will bring together around 50 developers. Applications are now open.

Over the two days, teams will work on a hands on retail AI agent challenge presented by MediaMarktSaturn. At the end of the second day a jury will award the winning team. The winning prototype is intended to be further developed afterwards by MediaMarktSaturn’s Data and AI teams to run on the Masumi network.

“We rely on AI and high quality data, which together deliver clear, measurable value – for customers, employees and the company. That requires secure AI platforms, clear guardrails and a strong data ecosystem,” says Sascha Mager, Chief Data and AI Officer at MediaMarktSaturn. “In the context of the hackathon, Masumi and MediaMarktSaturn – two strong European players – are collaborating to create and deliberately develop practical, agent-based AI approaches for retail – fast, secure and with clear business impact.”

Masumi founder Patrick Tobler adds: “MediaMarktSaturn is an ideal partner for the next hackathon in Germany’s capital: a Europe wide brand with reach and technological understanding. We have a vision of a decentralized AI future on the Cardano Blockchain and we want to raise awareness for data sovereignty and show that Europe is leading the way in AI and blockchain.”

Developers with more than five years’ experience can apply to participate in the hackathon here: [AI Hackathon Xperion Berlin](#).



Members of the press can register to attend the presentation of the hackathon results on December 5th at the Xperion in Berlin via email: kristian@masumi.network

About Masumi

Masumi is a European network for decentralized artificial intelligence. The company develops infrastructure that combines data sovereignty, security and economic scalability on the Cardano blockchain. Its goal is to create an AI landscape that is fair, transparent and independent of centralized structures. Masumi stands for a new generation of European technology companies that combine innovation with responsibility. For more information visit www.masumi.network

About Cardano Foundation

The Cardano Foundation is an independent, Swiss-based not-for-profit organization tasked with advancing the Cardano blockchain as a public infrastructure across a wide range of industries. For more information visit www.cardanofoundation.org

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)

Michael Stengl

Corporate Communications

MediaMarktSaturn Retail Group

Mobile: +49 (0)151 20372644

corporate-communications@mediamarktsaturn.com

www.mediamarktsaturn.com