

Corporate News

MediaMarktSaturn tests Space-as-a-Service offer for Marketplace sellers in Germany

Omnichannel advantage: Marketplace sellers at MediaMarktSaturn benefit from an enormous reach, a high awareness level and a top infrastructure in the online shop, in the app and now also in stationary stores. In a pilot project in the Tech Village at Alexanderplatz in Berlin, a fitness equipment provider from the Marketplace is using around 22 square meters of floor space to present its products in the perfect light. In line with its omnichannel strategy, the pilot is a further step for MediaMarktSaturn to become even more attractive for its partners and customers.

Ingolstadt, 30 November 2023

In an initial test phase from November 2023 to January 2024, the fitness provider will be exhibiting various products across 22 square meters. The entire range of topics will be covered: from "Get started" with body analysis and consultation to "Get better" with training equipment and wearables to "Recover" with products for muscle therapy and wellness. In most cases, these are products that require comprehensive advice and that customers would like to test and experience live on site before buying. To this end, the store has its own fitness expert who provides information about the products, answers questions, assists with the online ordering process and also offers personalized fitness analysis and consultation.



In addition to the expert on site, tablets are available as digital touchpoints in the exhibition area. Visitors can thus get an initial overview of the products and technical data themselves at any time. On a landing page specially designed for the "Fitness & Wellness" theme world, the products on display are not only highlighted in the store, but also online. The purchase is also concluded via the digital touchpoint directly via the seller's online offer in the Marketplace.

"With our Space-as-a-Service offering, we want to provide our Marketplace sellers with a new platform that has a particularly strong presence. We are combining offline and online perfectly by taking advantage of our omnichannel strategy and presenting the products in the best possible way both online and in-store," explains Christian Kollesch, Director Marketplace International at MediaMarktSaturn.

"We are starting with a pilot in the fitness and wellness sector in Germany and want to roll out this concept in other countries in future and extend it to other categories that perfectly complement our core assortment. This will enable us to offer our customers an even more extensive product portfolio," adds Marius Lückemeyer, CEO Marketplace at MediaMarktSaturn.

Marketplace as a growth area

The Marketplace plays an important role in MediaMarktSaturn's strategy to improve the company's profitability, focus its own core product range on selected growth areas and at the same time offer customers an even more extensive assortment of products online. To this end, MediaMarktSaturn is continuously expanding its Marketplace offering, with around 1,000 sellers offering more than one million items (as of June 2023; an update will be provided on 18 December at the annual press conference). At the Capital Markets Day (2 June 2023), the company announced its goal of achieving around 750 million euros in GMV (Gross Merchandise Value) via the Marketplace in the 2025/26 fiscal year. In addition to Germany, the Marketplace is already live in Spain and Austria, and is set to go online next in the Netherlands and Italy in the current 2023/24 fiscal year.

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 now redefining this category: 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 1,000 stationary stores in 11 European countries with online sales platforms, claiming market position 1 or 2 in eight 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 EUR 21.8 billion in fiscal year 2021/22, with online sales accounting for around a quarter of this figure. With 2.2 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 2022, figures for 2022/23 will follow on 18 December 2023)

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