

**CECONOMY AG**  
Richard Qiangdong Liu

CECONOMY AG  
CECONOMY AG: Release according to Article 40, Section 1 of the WpHG [the German Securities Trading Act] with the objective of Europe-wide distribution

09.09.2025 / 14:14 CET/CEST  
Dissemination of a Voting Rights Announcement transmitted by EQS News – a service of EQS Group.  
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Notification of Major Holdings

1. Details of issuer

Name:	CECONOMY AG
Street:	Kaistr. 3
Postal code:	40221
City:	Düsseldorf Germany
Legal Entity Identifier (LEI):	5299001X9L42HXEBCZ51

2. Reason for notification

	Acquisition/disposal of shares with voting rights
	Acquisition/disposal of instruments
	Change of breakdown of voting rights
X	Other reason: Expiration of instruments due to fulfillment of irrevocable undertakings to tender as part of a public takeover offer

3. Details of person subject to the notification obligation

Natural person (first name, surname): Richard Qiangdong Liu

Date of birth: 10 March 1973

#### 4. Names of shareholder(s)

holding directly 3% or more voting rights, if different from 3.

#### 5. Date on which threshold was crossed or reached:

05 Sep 2025

#### 6. Total positions

	% of voting rights attached to shares (total of 7.a.)	% of voting rights through instruments (total of 7.b.1 + 7.b.2)	Total of both in % (7.a. + 7.b.)	Total number of voting rights pursuant to Sec. 41 WpHG
New	0.00 %	35.88 %	35.88 %	485221084
Previous notification	0.00 %	57.08 %	57.08 %	/

#### 7. Details on total positions

##### a. Voting rights attached to shares (Sec. 33, 34 WpHG)

ISIN	Absolute		In %	
	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)	Direct (Sec. 33 WpHG)	Indirect (Sec. 34 WpHG)
	0	0	0.00 %	0.00 %
<b>Total</b>	0		0.00 %	

##### b.1. Instruments according to Sec. 38 (1) no. 1 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Voting rights absolute	Voting rights in %
			0	0.00 %
		<b>Total</b>	0	0.00 %

## b.2. Instruments according to Sec. 38 (1) no. 2 WpHG

Type of instrument	Expiration or maturity date	Exercise or conversion period	Cash or physical settlement	Voting rights absolute	Voting rights in %
Irrevocable Undertakings			Physical	51133555	10.54 %
Call-/Put-Option; ROFO			Physical	122980487	25.35 %
			<b>Total</b>	174114042	35.88 %

## 8. Information in relation to the person subject to the notification obligation

	Person subject to the notification obligation is not controlled nor does it control any other undertaking(s) that directly or indirectly hold(s) an interest in the (underlying) issuer (1.).
X	Full chain of controlled undertakings starting with the ultimate controlling natural person or legal entity:

Name	% of voting rights (if at least 3% or more)	% of voting rights through instruments (if at least 5% or more)	Total of both (if at least 5% or more)
-Richard Qiangdong Liu	%	%	%
-Max Smart Limited	%	%	%
-JD.com, Inc.	%	%	%
-Jingdong Group Holding Ltd.	%	%	%
-JINGDONG RETAIL INTERNATIONAL LTD.	%	%	%
-JINGDONG RETAIL GREEN HOLDING INC.	%	%	%

-JINGDONG RETAIL GREEN PTE. LTD.	%	%	%
-JINGDONG RETAIL INTERNATIONAL IRELAND LIMITED	%	%	%
-JINGDONG HOLDING GERMANY GmbH	%	35.88 %	35.88 %

## 9. In case of proxy voting according to Sec. 34 para. 3 WpHG

(only in case of attribution of voting rights in accordance with Sec. 34 para. 1 sent. 1 No. 6 WpHG)

Date of general meeting:

Holding total positions after general meeting (6.) after annual general meeting:

Proportion of voting rights	Proportion of instruments	Total of both
%	%	%

## 10. Other explanatory remarks:

The expired instruments related to voting rights attached to CECONOMY shares tendered into the takeover offer by JINGDONG HOLDING GERMANY GmbH to the shareholders of CECONOMY AG. As regards the amount of CECONOMY shares tendered into the takeover offer, reference is made to the notification by JINGDONG HOLDING GERMANY GmbH dated 08.09.2025 pursuant to Sec. 23 para. 1 sent. 1 no. 1 WpÜG.

Date

08 Sep 2025

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End of News

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