

COMPANY FACT SHEET

(STATUS: MARCH 2021)

COMPANY PROFILE

- CECONOMY is the leading Consumer Electronics platform in Europe
- 2 iconic brands: MediaMarkt and Saturn
- Successful omnichannel model with multiple online and physical (>1,000 stores) touchpoints
- Core markets in Germany, Austria, Spain, Italy, the Netherlands and Turkey
- Market leadership in 6 countries
- 2.4 billion customer touchpoints per year
- Strong and loyal customer base with 23 million loyalty club members
- Unmatched Services & Solutions offering throughout the customer journey
- 162 €bn market opportunity in FY 22/23 in CECONOMY's home countries

MANAGEMENT BOARD

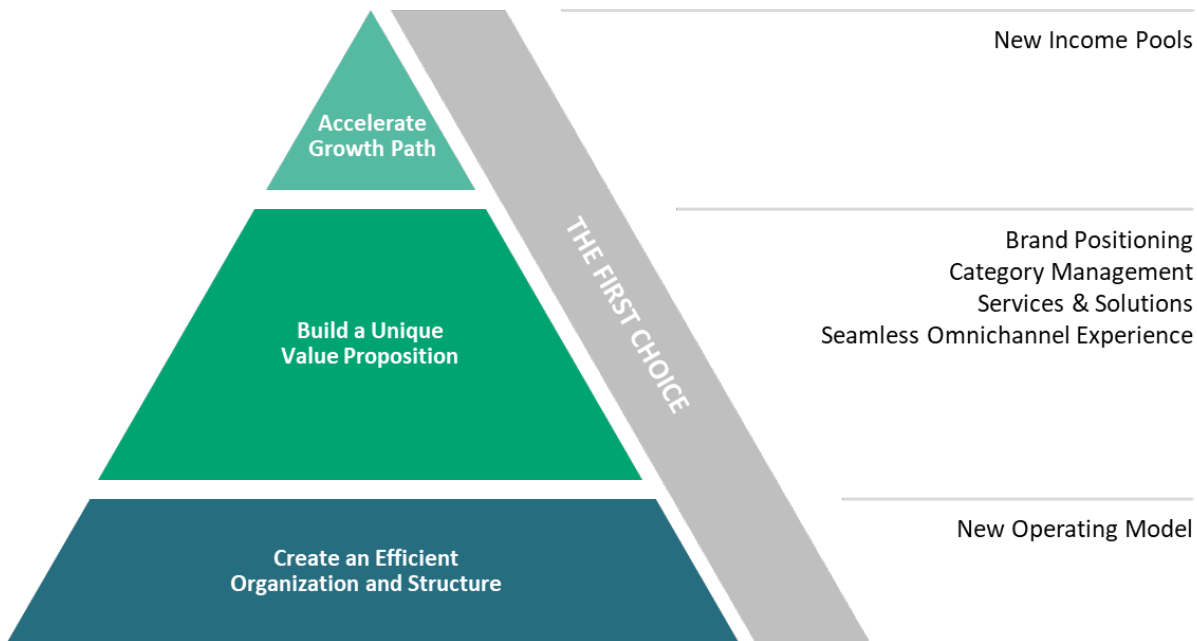


Dr Bernhard Düttmann
CEO
(before: Tesa, Lanxess, Beiersdorf)



Karin Sonnenmoser
CFO
(before: Zumtobel, Volkswagen)

OUR STRATEGY ROADMAP GOING FORWARD



FINANCIAL AMBITION FOR FY 22/23

- Market share gains
- Group sales¹ >22 €bn
- Adj. EBIT² margin of 2.5–2.7%
- Gross margin uplift
- Return to normalized CAPEX level of 1.5%
- Positive FCF development

INVESTMENT THESIS

- We operate in an attractive market fuelled by innovation and increasing demand for solutions.
- We are the leading category authority with great assets to succeed in the omnichannel world.
- We have the right platform to expand into new income pools and accelerate our growth path.
- We have a sizeable EBIT improvement potential over a tangible time horizon.

¹Adj. for portfolio change effects. ²Adj. for portfolio changes, excl. non-recurring effects and associates.

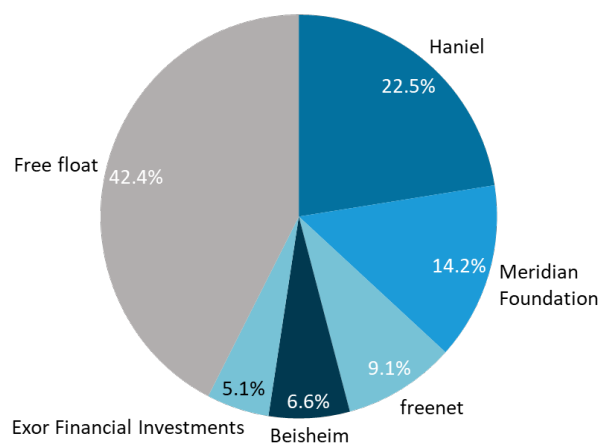
CECONOMY IN FIGURES

€m	FY 18/19	FY 19/20
Sales	21,455	20,831
Sales development ¹	0.8%	-1.8%
Online sales	2,935	4,203
Online sales share	13.7%	20.2%
Services & Solutions sales	1,229	1,129
Services & Solutions sales share	5.7%	5.4%
Adj. EBIT² excl. associates	403	236
Adj. EBIT² margin excl. associates	1.9%	1.1%
Net result	121	-237
EPS (€)	0.34	-0.66
Free Cash Flow	-1,283 ³	983
Net Working Capital	-1,023 ³	-1,256
Number of stores	1,042	1,023
Total selling space (thousand m ²)	2,746	2,661
Workforce by full-time equivalents ⁴	50,451	46,186

STOCK FUNDAMENTALS

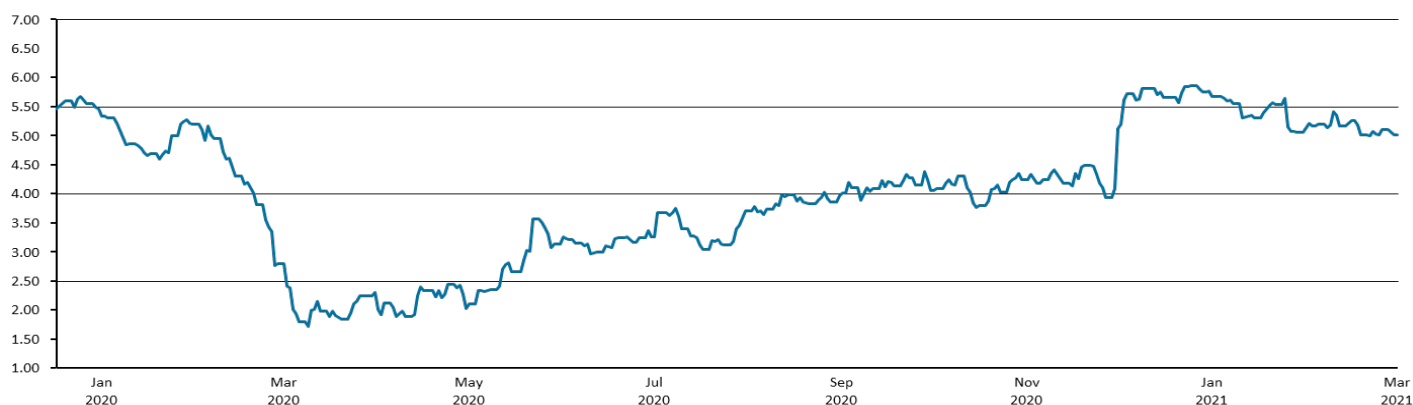
ISIN ord. / pref. shares	DE0007257503 / DE0007257537
Code number ord. / pref. shares	725750 / 725753
Ticker	CEC
Sector	Retail
Index	SDAX, STOXX EU 600 Retail
Segment	Prime Standard
No. of ord. shares	356,743,118
No. of pref. shares	2,677,966

SHAREHOLDER STRUCTURE⁵



SHARE CHART

Share Price in € (Ordinary Shares; XETRA)



Contact

CECONOMY AG
Kastr. 3
40221 Düsseldorf, Germany

Investor Relations

Telephone +49 (0) 211-5408-7222
Email IR@ceconomy.de
Website <https://www.ceconomy.de/en/investor-relations/>