

COMPANY FACT SHEET

(STATUS: AUG 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

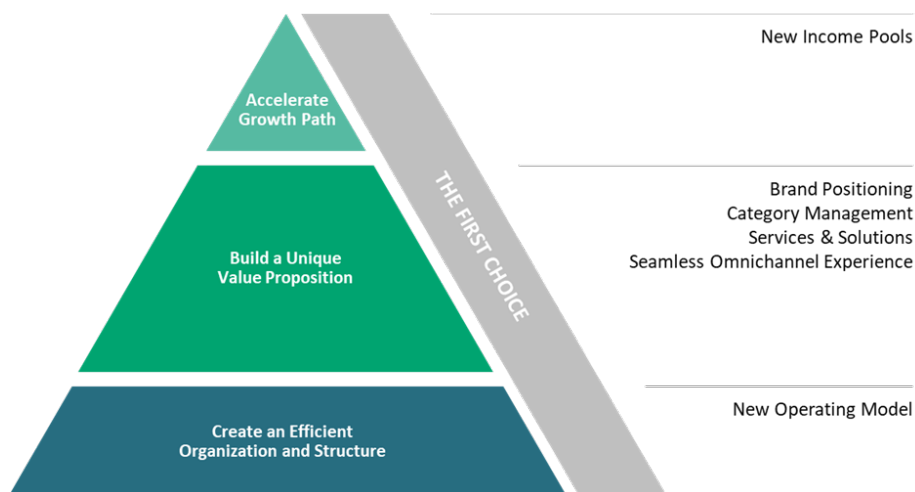


Dr Karsten Wildberger
CEO
(before: E.ON SE, Telstra, The Boston Consulting Group, Vodafone Group, T-Mobile)



Florian Wieser
CFO
(before: MediaMarktSaturn, Metro Group)

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%³
- 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 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.

³With an additional deviation of 20 basis points upward (upside scenario) and downward (downside scenario) as communicated on 15 December 2020.

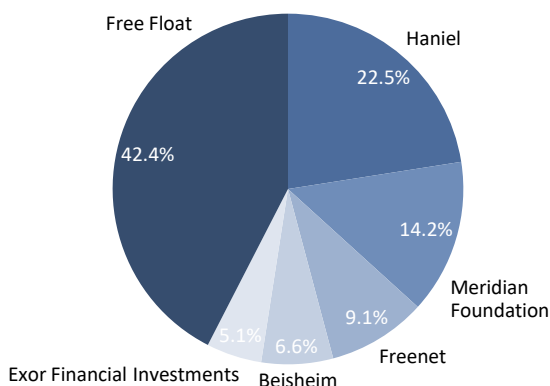
CECONOMY IN FIGURES

€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

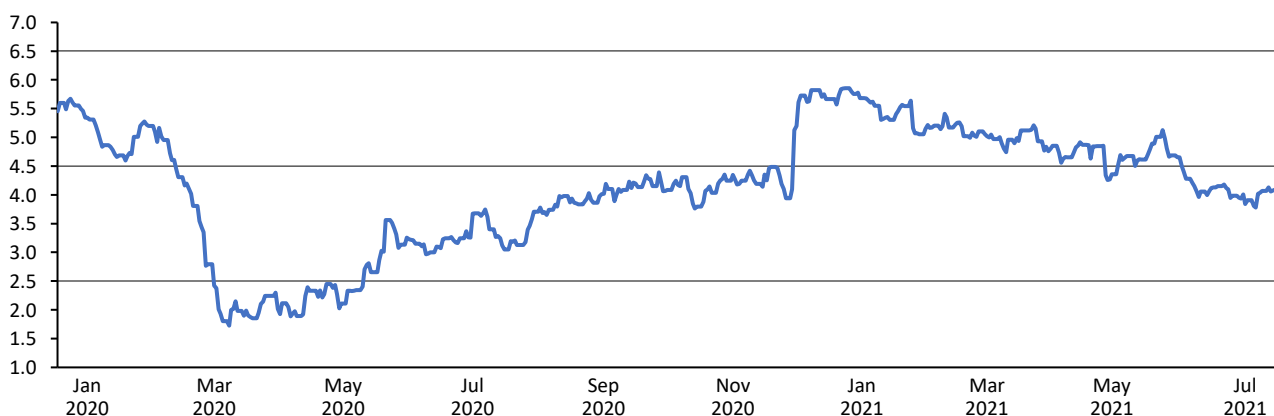
ISIN ord. / pref. shares	DE0007257503 / DE0007257537
Code number ord. / pref. shares	725750 / 725753
Ticker	CEC
Sector	Retail
Index	SDAX, STOXX EU 600 Retail
Segment	Prime Standard
No. of ord. shares	356,743,118
No. of pref. shares	2,677,966

SHAREHOLDER STRUCTURE⁵



SHARE CHART

Share Price in € (Ordinary Shares; XETRA)



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¹Adj. for currency and portfolio change effects. ²Adj. for portfolio changes and excl. non-recurring effects. ³Adjustment due to revised disclosure and/or a change in definition. Information on this is provided under "Notes to the Group accounting principles and methods" in Annual Report 2019/20. ⁴Senior executives have now been included, and there were minor adjustments regarding trainees. The previous year's figures have been adjusted accordingly. ⁵Shareholder structure based on voting rights as of December 2020. As long as the preference shares are entitled to vote, the corresponding number of voting rights is 359,421,084. Voting rights notifications pursuant to sections 33 et. seq WpHG are taken as the basis for the calculations.