

COMPANY FACT SHEET

(STATUS: DEC 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
- #1 and #2 market leadership position in 8 countries
- 2.5 billion customer touchpoints per year
- Strong and loyal customer base with 29 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

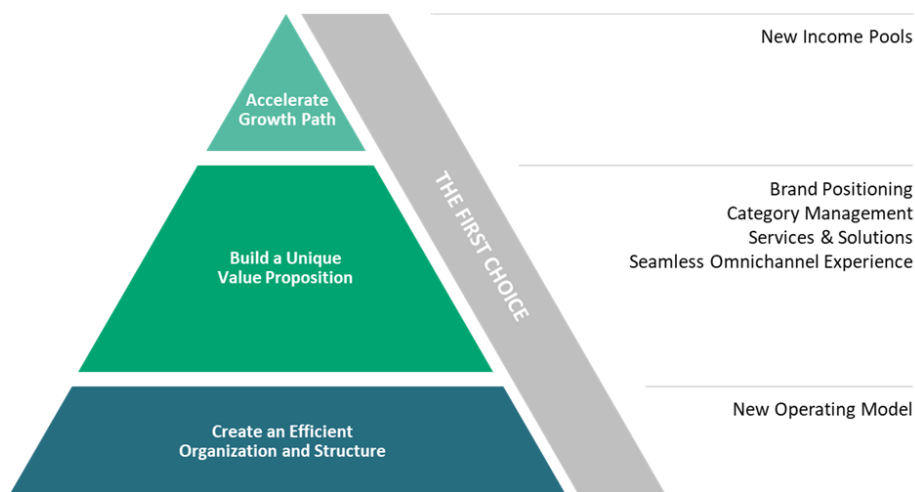


Dr Karsten Wildberger
CEO
(before: E.ON SE, Telstra, The Boston Consulting Group, Vodafone Group, T-Mobile)



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.

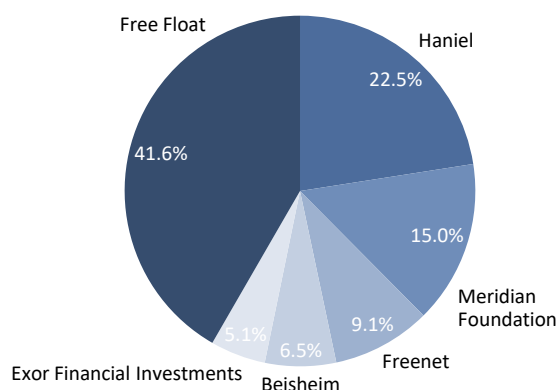
CECONOMY IN FIGURES

€m	FY 19/20	FY 20/21
Sales	20,831	21,361
Sales development ¹	-1.8%	3.8%
Online sales	4,203	6,932
Online sales share	20.2%	32.5%
Services & Solutions sales	1,129	1,102
Services & Solutions sales share	5.4%	5.2%
Adj. EBIT² excl. associates	236	237
Adj. EBIT² margin excl. associates	1.1%	1.1%
Net result	-237	222
EPS (€)	-0.66	0.62
Free Cash Flow ³	1,000	233
Net Working Capital	-1,256	-855
Number of stores	1,023	1,018
Total selling space (thousand m ²)	2,661	2,591
Workforce by full-time equivalents	46,186	45,447

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 STRUCTURE⁴



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. ³Restated prior-year figure as a result of factoring transactions now reported on a gross basis. ⁴Shareholder 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.