

## COMPANY FACT SHEET

(STATUS: SEP 2022)

### 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
- €162bn market opportunity in FY 22/23 in CECONOMY's home countries

### MANAGEMENT BOARD

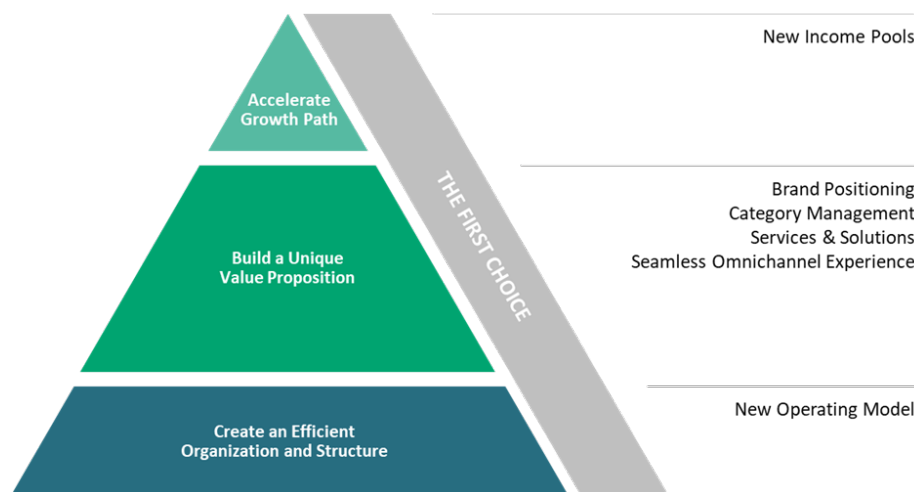


**Dr Karsten Wildberger**  
CEO  
(before: E.ON SE, Telstra, The Boston Consulting Group, Vodafone Group, T-Mobile)



**Florian Wieser**  
CFO  
(before: MediaMarktSaturn, Metro Group)

### OUR STRATEGY ROADMAP GOING FORWARD



### FINANCIAL AMBITION FOR FY 22/23

- Market share gains
- Group sales<sup>1</sup> >€22bn
- Adj. EBIT<sup>2</sup> margin of 2.5 – 2.7%<sup>3</sup>
- 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.

<sup>1</sup>Adj. for portfolio change effects.

<sup>2</sup>Adj. for portfolio changes, excl. non-recurring effects and associates.

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

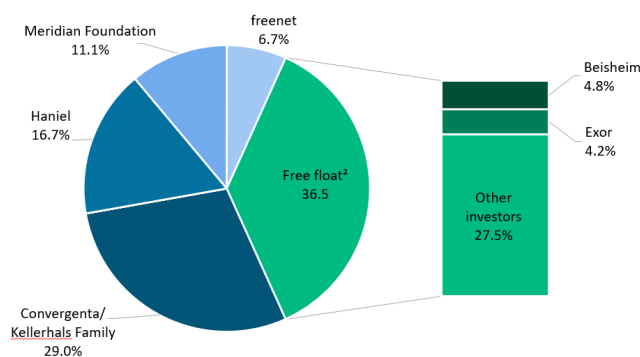
## CECONOMY IN FIGURES

€m	FY 19/20	FY 20/21
<b>Sales</b>	<b>20,831</b>	<b>21,361</b>
Sales development <sup>1</sup>	-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%
<b>Adj. EBIT<sup>2</sup> excl. associates</b>	<b>236</b>	<b>237</b>
<b>Adj. EBIT<sup>2</sup> margin excl. associates</b>	<b>1.1%</b>	<b>1.1%</b>
Net result	-237	222
EPS (€)	-0.66	0.62
Free Cash Flow <sup>3</sup>	1,000	233
Net Working Capital	-1,256	-855
Number of stores	1,023	1,018
Total selling space (thousand m <sup>2</sup> )	2,661	2,591
Workforce by full-time equivalents	46,186	45,447

## STOCK FUNDAMENTALS

Type of share	Ordinary shares
ISIN	DE0007257503
Code number	725750
Ticker	CEC
Sector	Retail
Indices	SDAX, STOXX EU 600 Retail
Segment	Prime Standard
No. of shares	485,221,084

## SHAREHOLDER STRUCTURE<sup>4</sup>



## SHARE CHART

Share price development in FY 2021/22 (XETRA)



### Contact

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<sup>1</sup>Adj. for currency and portfolio change effects. <sup>2</sup>Adj. for portfolio changes and excl. non-recurring effects. <sup>3</sup>Restated prior-year figure as a result of factoring transactions now reported on a gross basis. <sup>4</sup>Voting rights notifications pursuant to sections 33 et. seq WpHG (excl. Instruments) as well as notifications pursuant to Art. 19 EU Market Abuse Regulation (Directors' Dealings) are taken as the basis for the calculations; total number of shares/voting rights: 485,221,084 as of 07/09/2022. <sup>2</sup>Free float as defined by Deutsche Börse (German Stock Exchange), <https://deutsche-boerse.com/dbg-en/our-company/know-how/glossary/glossary-article/Float-246568>.