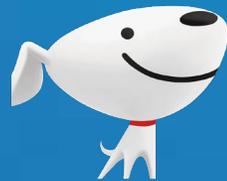


CECONOMY

MediaMarkt

SATURN

MediaWorld



京东
JD.COM

CECONOMY enters into investment agreement with JD.com

Accelerating CECONOMY's growth as Europe's leading omnichannel consumer electronics platform

31 July 2025

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Such financial information is not necessarily indicative for the operational results, the financial position and/or the cash flow of the CECONOMY business on a stand-alone basis neither in the past nor in the future and may, in particular, deviate from any historical financial information based on corresponding combined financial statements with respect to the CECONOMY business. Given the aforementioned uncertainties, (prospective) investors are cautioned not to place undue reliance on any of this information. No representation or warranty is given and no liability is assumed by CECONOMY AG, express or implied, as to the accuracy, correctness or completeness of the information contained in this presentation.

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All numbers shown are as reported, unless otherwise stated. All amounts are stated in million euros (€ million) unless otherwise indicated. Amounts below €0.5 million are rounded and reported as 0. Rounding differences may occur.

Agenda



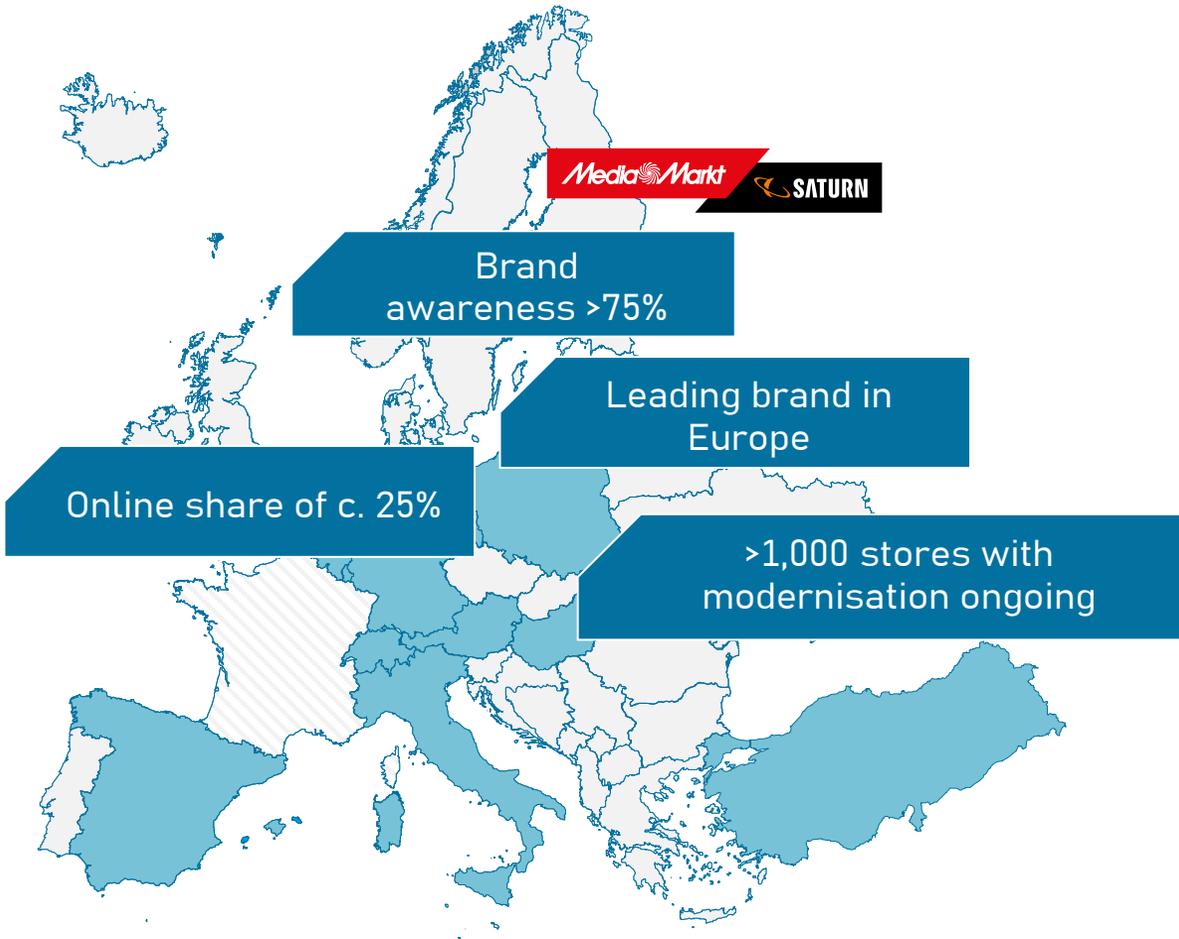
Dr. Kai-Ulrich Deissner
CEO



Remko Rijnders
CFO

- 1 CECONOMY at a Glance
- 2 Transaction Overview
- 3 Timeline & Upcoming Events
- 4 Q&A

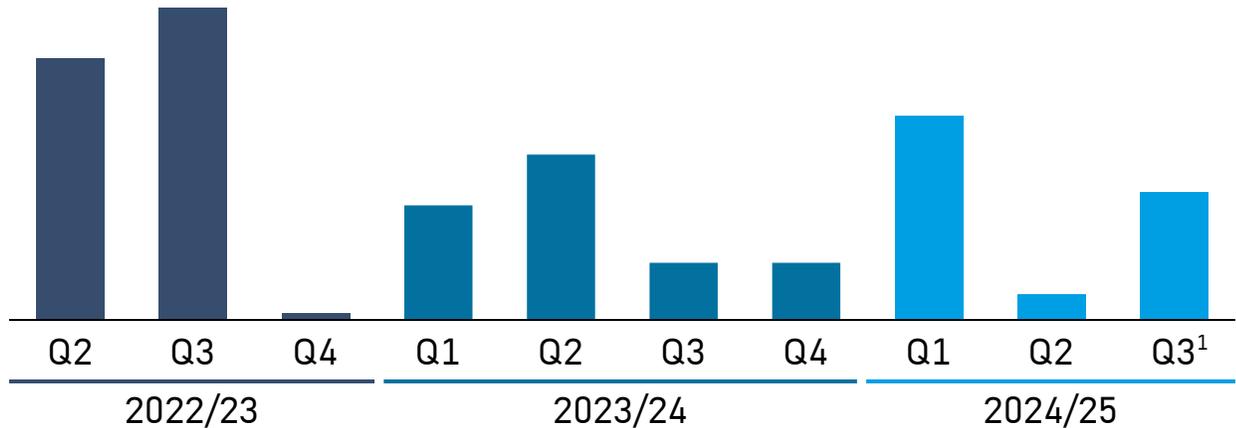
We are building positive momentum from a position of strength



Strong fundamentals in FY 23/24



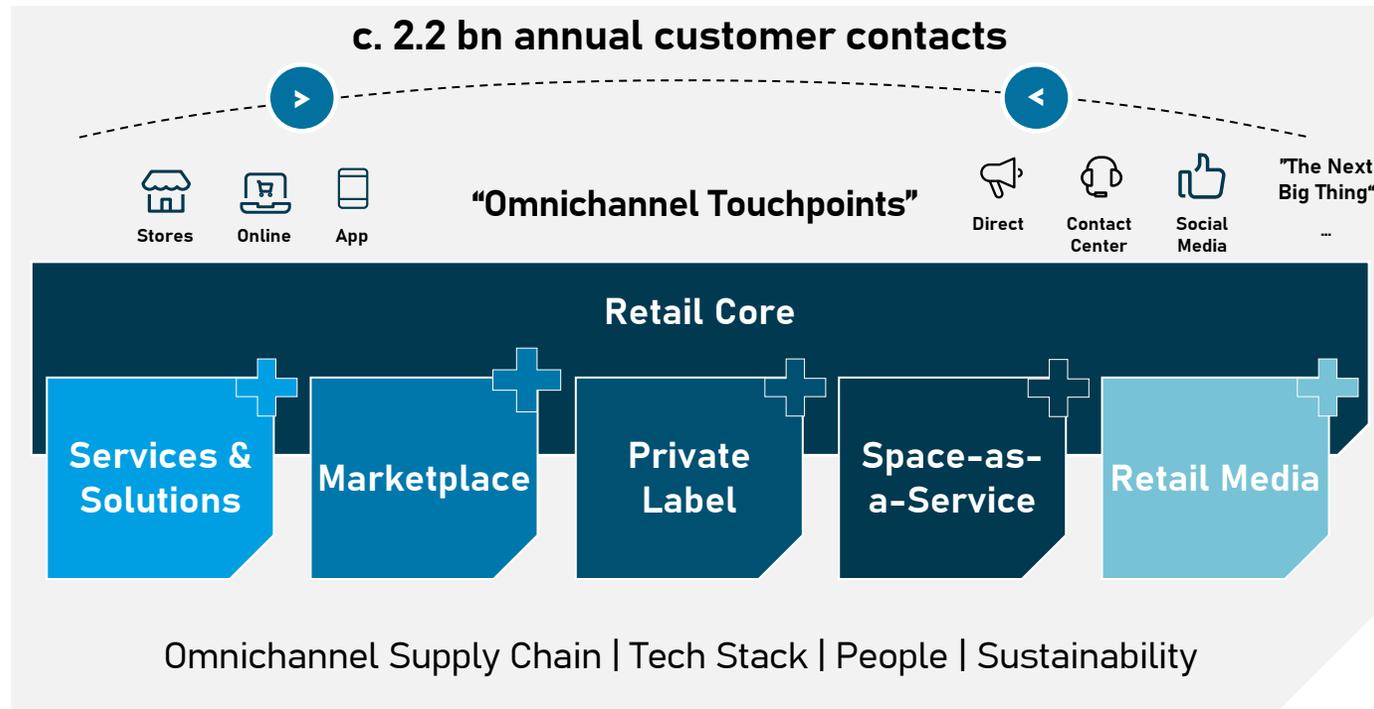
Adj. EBIT growth in the past 10 quarters (in €m)



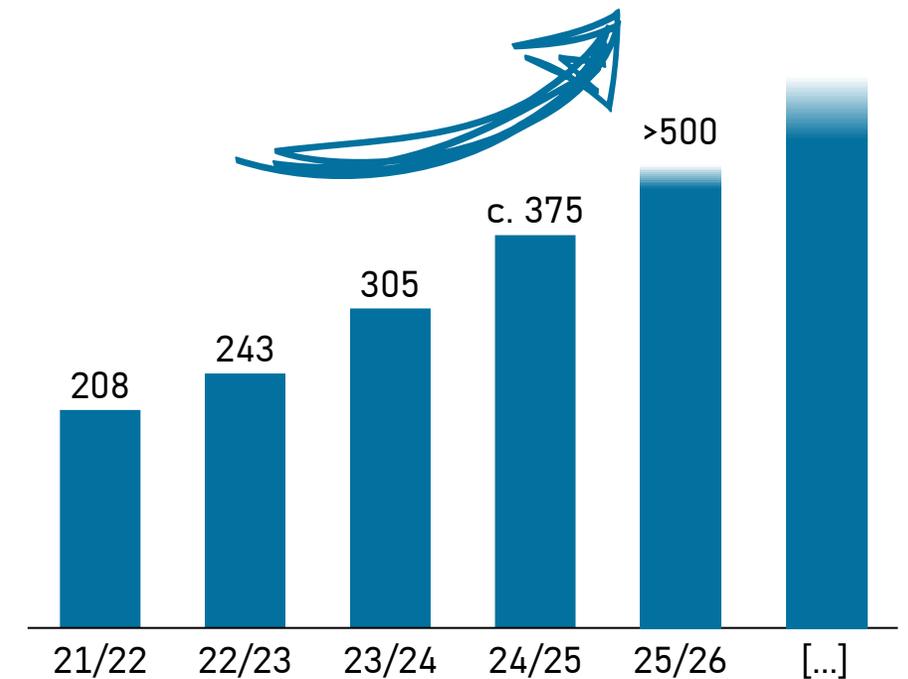
¹Based on Q3 2024/25 preliminary figures.

CECONOMY's strategy is yielding strong results for future growth

Successful transition into a customer-centric service platform



EBIT development (adj. EBIT in €m)



CECONOMY and JD.com: a promising future together



01 Improved shopping and customer experience

02 Attractive premium realizing a significant part of the value creation immediately and upfront

03 Preserving longstanding European heritage and workforce continuity

Partnership to accelerate CECONOMY's strategy



Partnership underscores CECONOMY's ambition to meet the growing customer demand for speed, convenience, and excellent service

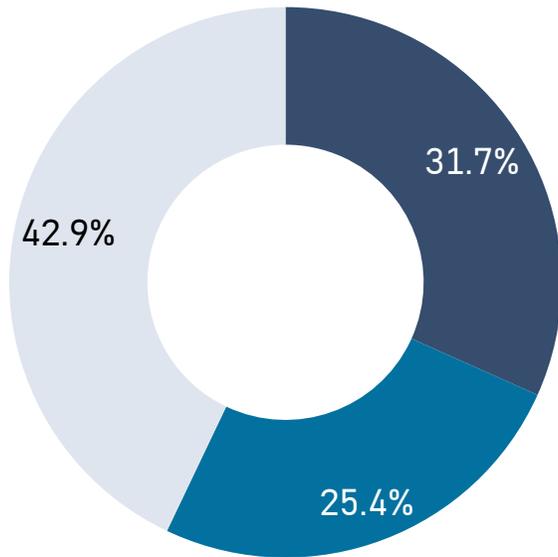
- / Offering superior customer experience
- / Excelling in store digitalization and advancing its technology stack
- / Enhancing its logistics networks and supply chain management
- / Leapfrogging ahead with digital growth businesses

Partnership to further strengthen CECONOMY's position as Europe's leading omnichannel consumer electronics platform

- / Accelerating CECONOMY's existing growth strategy
- / Seizing emerging market opportunities
- / Gaining access to JD.com's industry-leading technology, omnichannel retail and logistics capabilities

Attractive offer for CECONOMY shareholders

Overview of shareholders' commitments¹



- Tender commitments²
- Post-tender Convergenta shareholding
- Others

Voluntary public cash takeover offer for all CECONOMY shares at an offer price of € 4.60 per share, valuing the company at an enterprise value of € 4.0 billion

- / Around 43% premium over the 3 months VWAP
- / Around 23% premium over the unaffected share price as of 23 July 2025
- / Equity value of € 2.2 billion

Full support by Management Board, Supervisory Board, anchor shareholders, and founder family

- / CECONOMY's Management Board and Supervisory Board support the partnership
- / Anchor shareholders, including Haniel, Beisheim, Freenet and Convergenta, have already signed irrevocable tender commitments for approx. 32% of CECONOMY shares
- / CECONOMY's founder family shareholder Convergenta will maintain a c. 25.4% shareholding following the public takeover offer

¹As of 31 July 2025. ²Consisting of 27.9% tender commitments by Haniel, Beisheim and Freenet and an additional 3.8% tender commitment by Convergenta.

Strong message of confidence to CECONOMY's workforce



Employee security

- / JD.com explicitly backs CECONOMY's mid-term financial targets and existing Experience Electronics growth strategy, transforming the company from a consumer electronics retailer into a customer-centric service platform
- / No workforce reductions and no site closures in connection with the transaction – this is all about growth

Operational independence

- / CECONOMY will stay an independent company, headquartered in Düsseldorf and Ingolstadt
- / JD.com does not plan any material changes to CECONOMY's company structure, organization, or, for a period of five years after offer settlement, strong brand architecture
- / There are no plans to enter into a domination and/or profit and loss transfer agreement for a period of three years after settlement of the offer

Management continuity

- / Clear commitments to work closely with CECONOMY's current management team and CECONOMY's and MediaMarktSaturn's workforce
- / Management board will continue to stay in charge of driving the business strategy and operations

Commitment to create Experience Electronics to enrich people's life



JD.com and CECONOMY share key values

- / Both companies pursue an integrated omnichannel approach that offers customers a seamless shopping experience across mobile app, website and well-developed brick-and-mortar stores
- / Both believe in deep, trusted and long-term partnerships with industry leaders such as



SIEMENS



SAMSUNG

Miele

dyson

PHILIPS

Brick-and-mortar stores as a valuable pillar of both business models

- / JD.com and CECONOMY have agreed to accelerate CECONOMY's strategic initiatives regarding its brick-and-mortar business under the existing brands
- / Aim of digitizing its retail formats to fully realize their potential

Establish a European technology stack

- / CECONOMY will maintain its strictly independent IT systems and technology stack
- / In parallel, JD.com undertakes to establish a European technology stack as a separate and strictly independent European technology stack
- / Ability to provide technology services and capabilities similar to those it offers in China

Joining forces with JD.com to enhance customer experience

A global player with a shared vision

- 01 Commitment to excellent customer service and outstanding customer experiences
- 02 Seamless shopping experience for customers, across mobile app, website and well-developed brick-and-mortar stores
- 03 Unparalleled retail expertise as well as cutting-edge technology and logistics capabilities
- 04 Dedication to responsible and sustainable business models and strong commitment to emission reduction

Presence in Europe

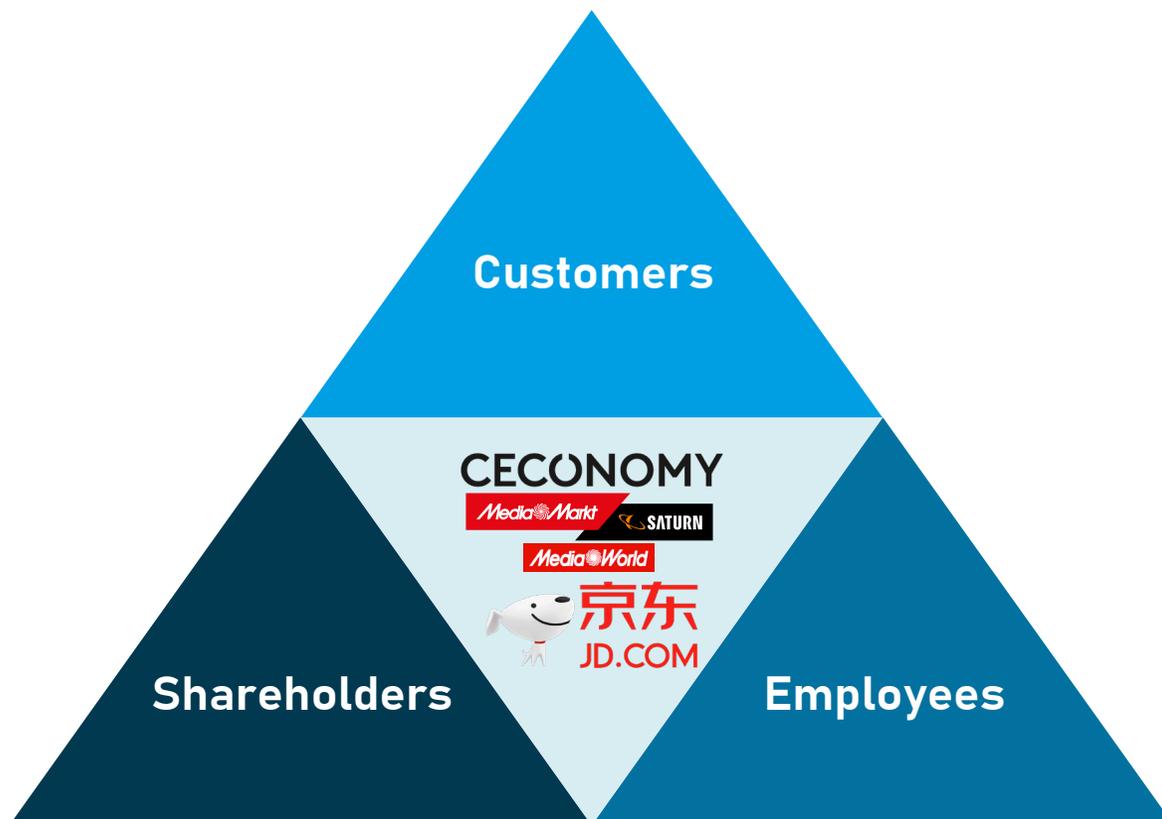
- / JD.com has 1.600 employees in Europe
- / JD.com operates logistics services and warehouses in many European countries, including Germany, the UK, France, Netherlands and Poland

Innovation spotlights

- / Redefined e-commerce logistics service standards through the launch of services such as the '211 Program' (same- and next-day delivery)
- / 95% of JD.com's online retail orders can be fulfilled with same-day or next-day deliveries



CECONOMY and JD.com: a promising future together

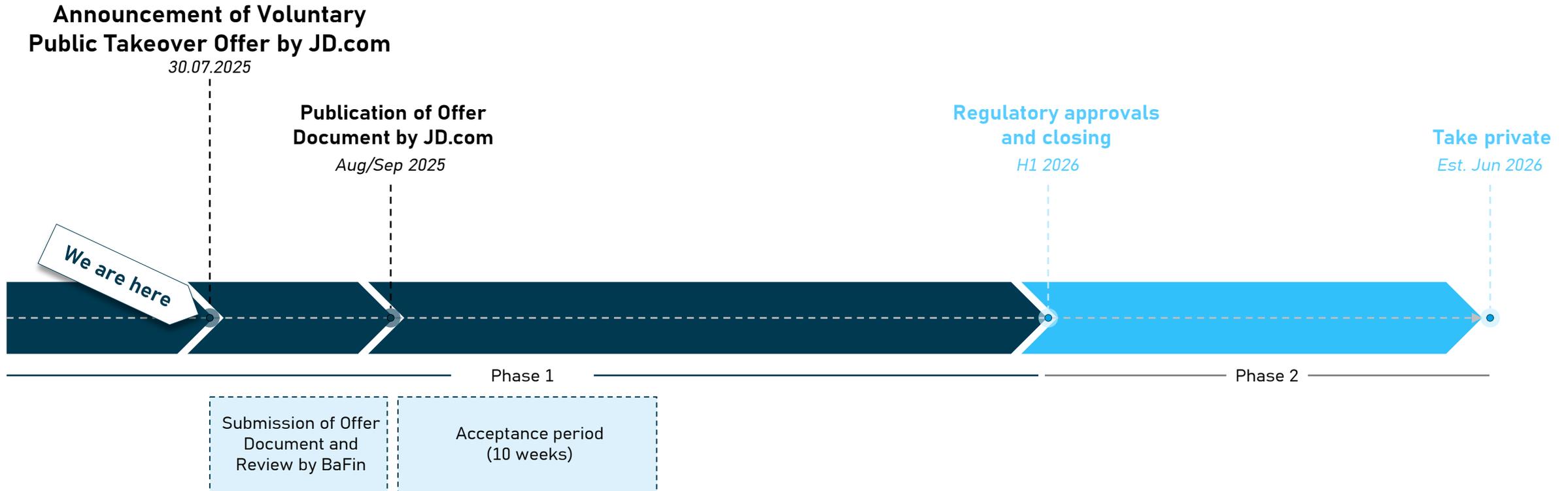


01 Improved shopping and customer experience

02 Attractive premium realizing a significant part of the value creation immediately and upfront

03 Preserving longstanding European heritage and workforce continuity

Timeline for a partnership for growth in European omnichannel retail



Financial calendar 2024/25



Questions & Answers



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We are available to answer any inquiries you might have

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**Thank you for your
attention**