



CECONOMY - Credit Roadshow with ODDO BHF

30 June 2022

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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.

In the document, the term "CECONOMY" will be used (for simplicity reasons) also in situations where the business of MediaMarktSaturn Retail Group is concerned.



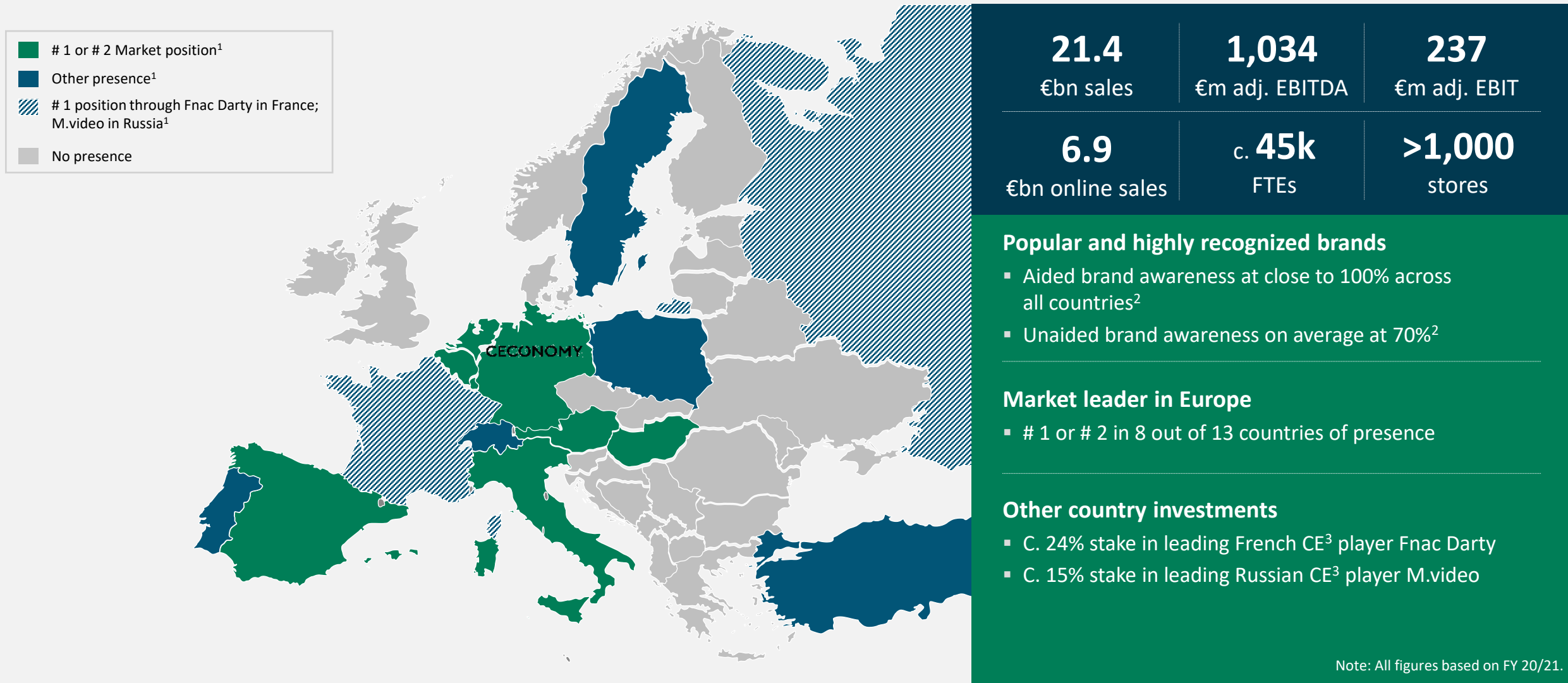
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COMPANY PROFILE

2

WAY FORWARD

We are the largest and well known Consumer Electronics specialist in Europe



¹Source: Own CECONOMY analysis based on market research data by GfK and further market research sources. ²Source: Kantar, Brand Health Tracking. ³Consumer Electronics.

How we are re-inventing ourselves

From

To

Achievements

Transaction



Experience

NPS improvement
Services & Solutions as key differentiator

Decentral



Smart central

Organizational re-design implemented,
and cost targets overachieved
Logistics optimization

Bricks & Mortar



Omnichannel

65% online growth in FY 20/21
New store formats

Fixing



Creating

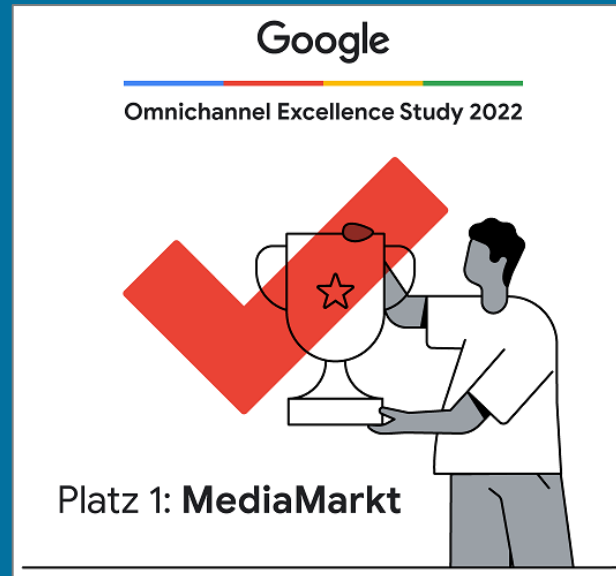
Marketplace expansion
Extended assortment

We are receiving recognition for our efforts and our progress

#1 in customer satisfaction



Omnichannel player

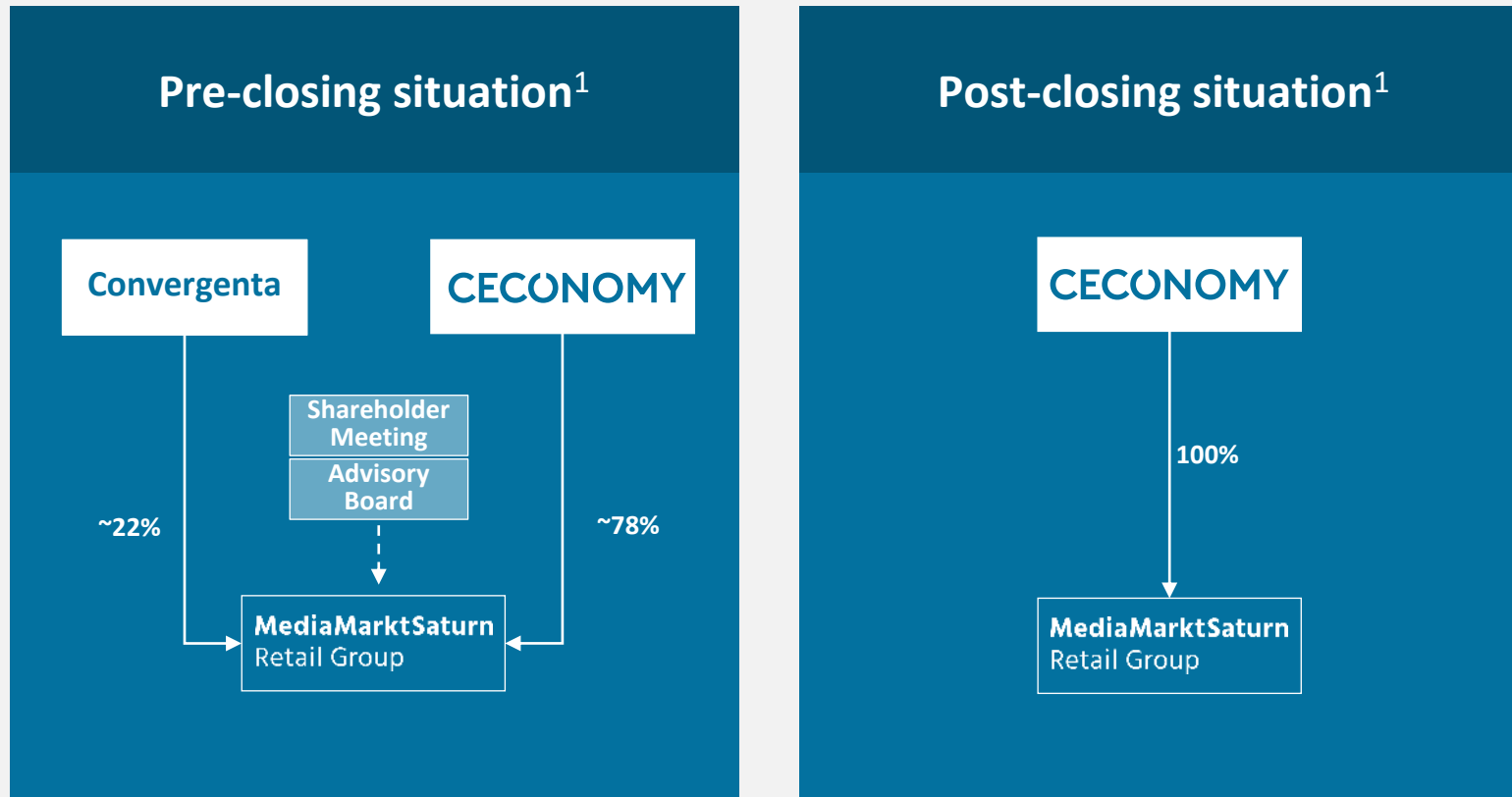


Leading ESG player

Best German ESG Retailer 2022



Convergenta transaction: We are simplifying our structure and governance



Transaction closed at the beginning of June 2022

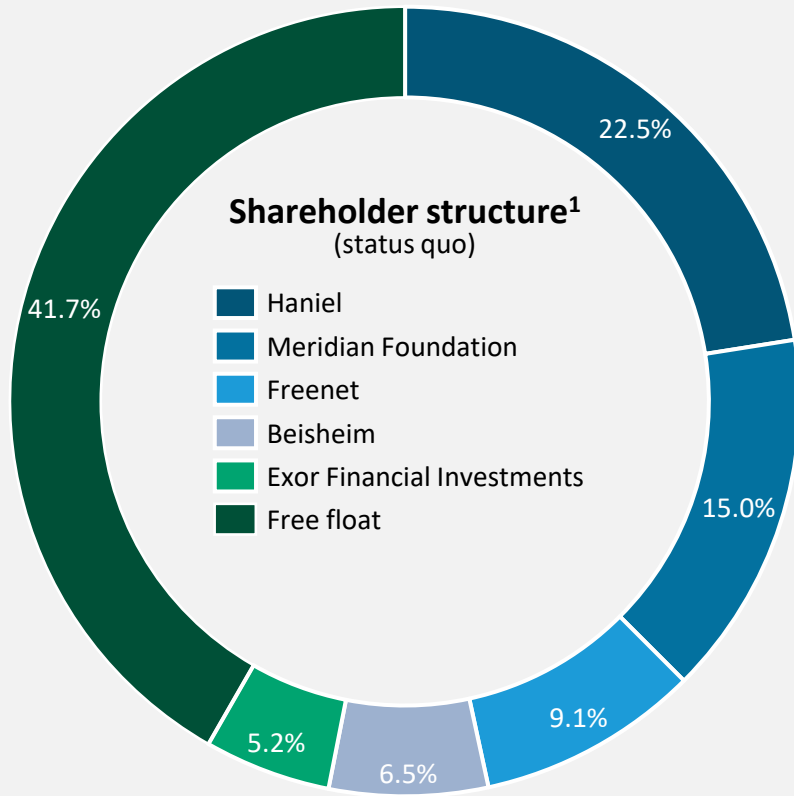
Simplification & strong value creation

- ▶ Fewer committees, accelerated decision-making and full focus on operations
- ▶ Unified shareholder structure
- ▶ Use of existing tax loss carry-forwards amounting to ~1.1 €bn for corporate income tax and ~1.5 €bn for trade tax²
- ▶ Transaction mainly financed by capital increase, limited debt and cash component

¹Simplified presentation. ²Partly relating to assessment periods still subject to usual tax audits.

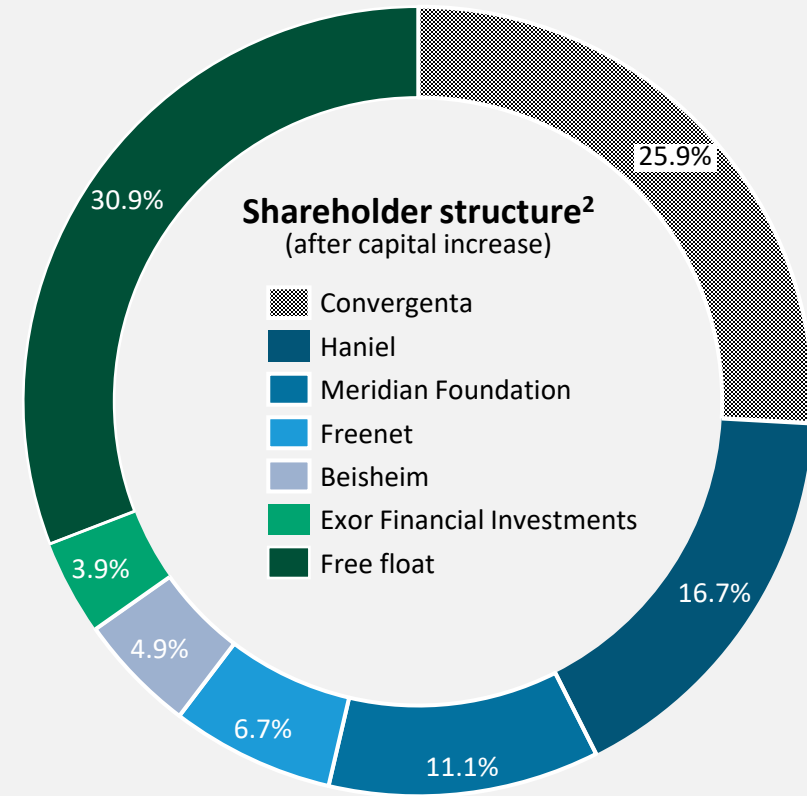
Integration of MediaMarktSaturn simplifies governance structure and makes Convergenta an anchor shareholder

Before Convergenta transaction
(CECONOMY owns 78,4% of MediaMarktSaturn)



¹Total of 359,421,084 ordinary and preference shares; based on voting rights notifications pursuant to sections 33 et. Sec WpHG as of 16/03/2022.

After Convergenta transaction
(CECONOMY owns 100% of MediaMarktSaturn)



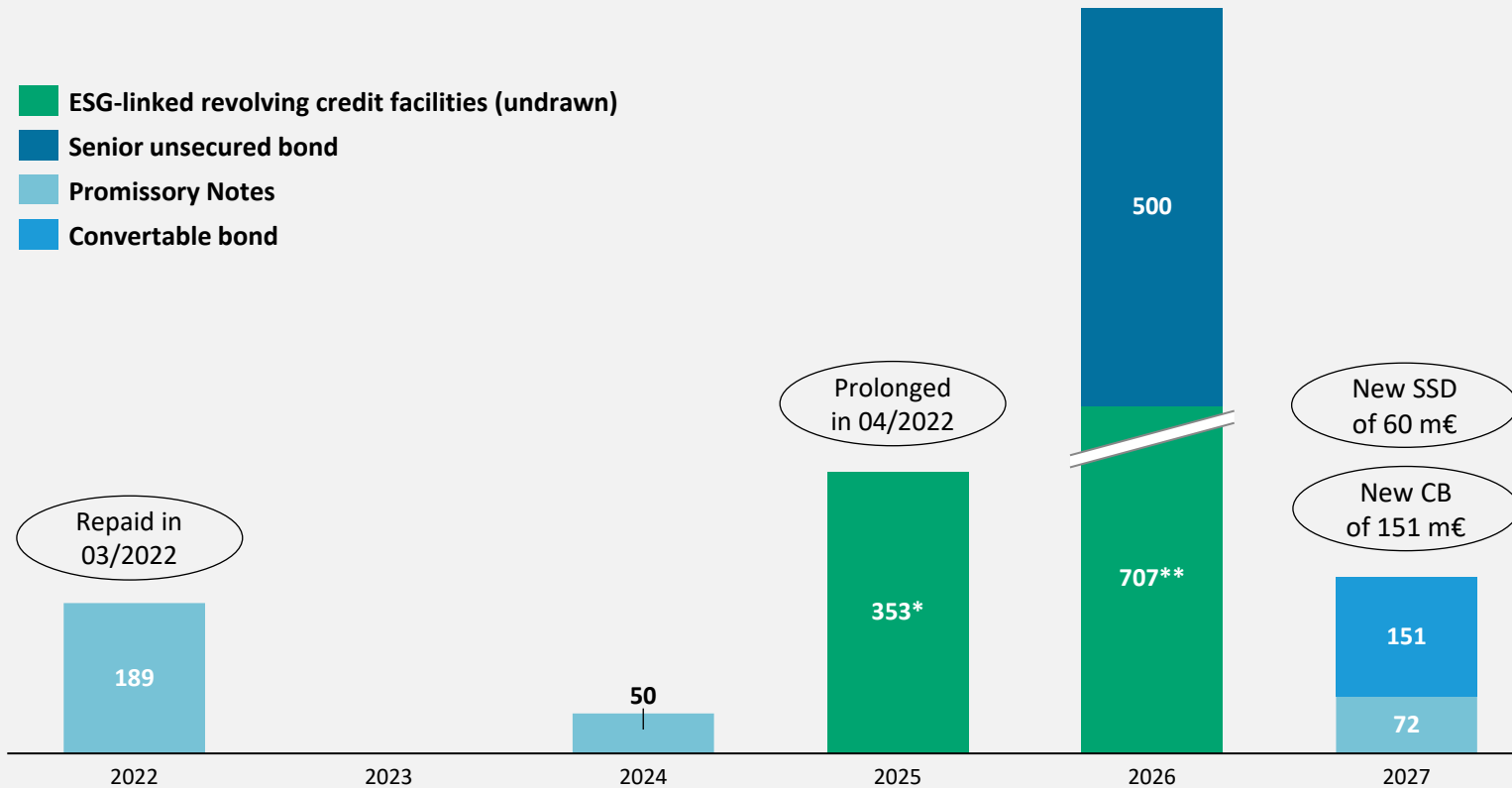
²Shareholder structure with 485.221.084 shares post closing Convergenta transaction and capital increase against contributions in kind.

Financial structure of CECONOMY AG – successful extension of syndicated credit line



New post-pandemic financing structure (€m)

- ESG-linked revolving credit facilities (undrawn)
- Senior unsecured bond
- Promissory Notes
- Convertible bond



* With one one-year extension options; first extension option executed in 04/2022

** With two one-year extension options (2023/2024)

- ▶ **Revolving Credit Facilities (RCF):** first extension option was used to extend the 3-year facility by one year until May 2025 → all bank partners have extended their commitment (As of June 30 completely undrawn)
- ▶ Issuance of 60 m€ **Promissory Notes (SSD)** in 06/2022 to strengthen long-term funding of the group
- ▶ **Convertible bond (CB)** issuance as part of the full takeover of MediaMarktSaturn in 06/2022



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COMPANY PROFILE

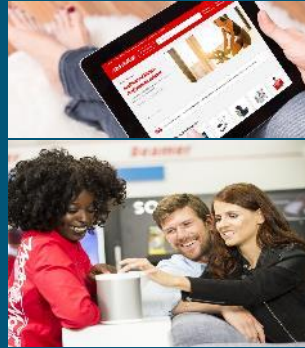
2

WAY FORWARD

Very good position to accelerate our omnichannel strategy

2.5 bn

Customer touchpoints per year across all channels



2nd largest consumer electronics webshop in Europe¹

3rd largest webshop overall in Germany²

6.9 €bn
(online sales)

8 countries

#1 and #2
market leading position



14 million online orders were picked up in our stores, with additional cross-selling opportunity

**38%
pick-up
rate**

Note FY 20/21 figures. ¹Own analysis based on company reports. ²This refers to the MediaMarkt and Saturn webshops combined. Source: EHI – E-Commerce Markt Deutschland 2021.

We are continuing to execute our omnichannel strategy

Key strategic areas



Continuous improvement of **customer experience** through new service standards & processes



Growing **online business** and expansion of **marketplace**



Strengthening of our B&M business by **modernizing** our **store landscape**



Building an integrated, **customer-centric logistics network**



Evolving **sustainability** from hygiene factor to **differentiating factor**

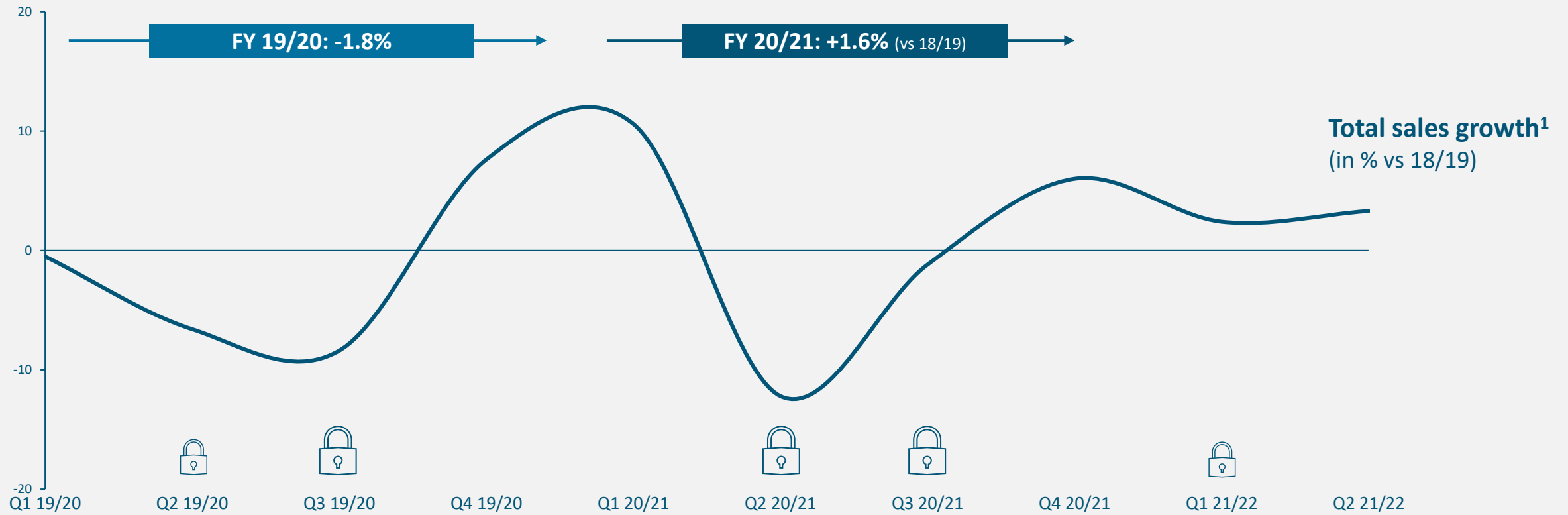
We are addressing the global business challenges proactively

Most frequently discussed external influence factors and CEECONOMY's response

COVID-19 PANDEMIC	SUPPLY SHORTAGES	HIGH INFLATION	RUSSIAN WAR ON UKRAINE
Footfall still below pre-pandemic level	Slightly improved but risk of CN lockdowns	Unclear impact on consumer sentiment	No direct operational exposure
Targeted campaigns and retail space optimization	Higher inventory and diversification of suppliers	Adaptive price setting and strict cost discipline	

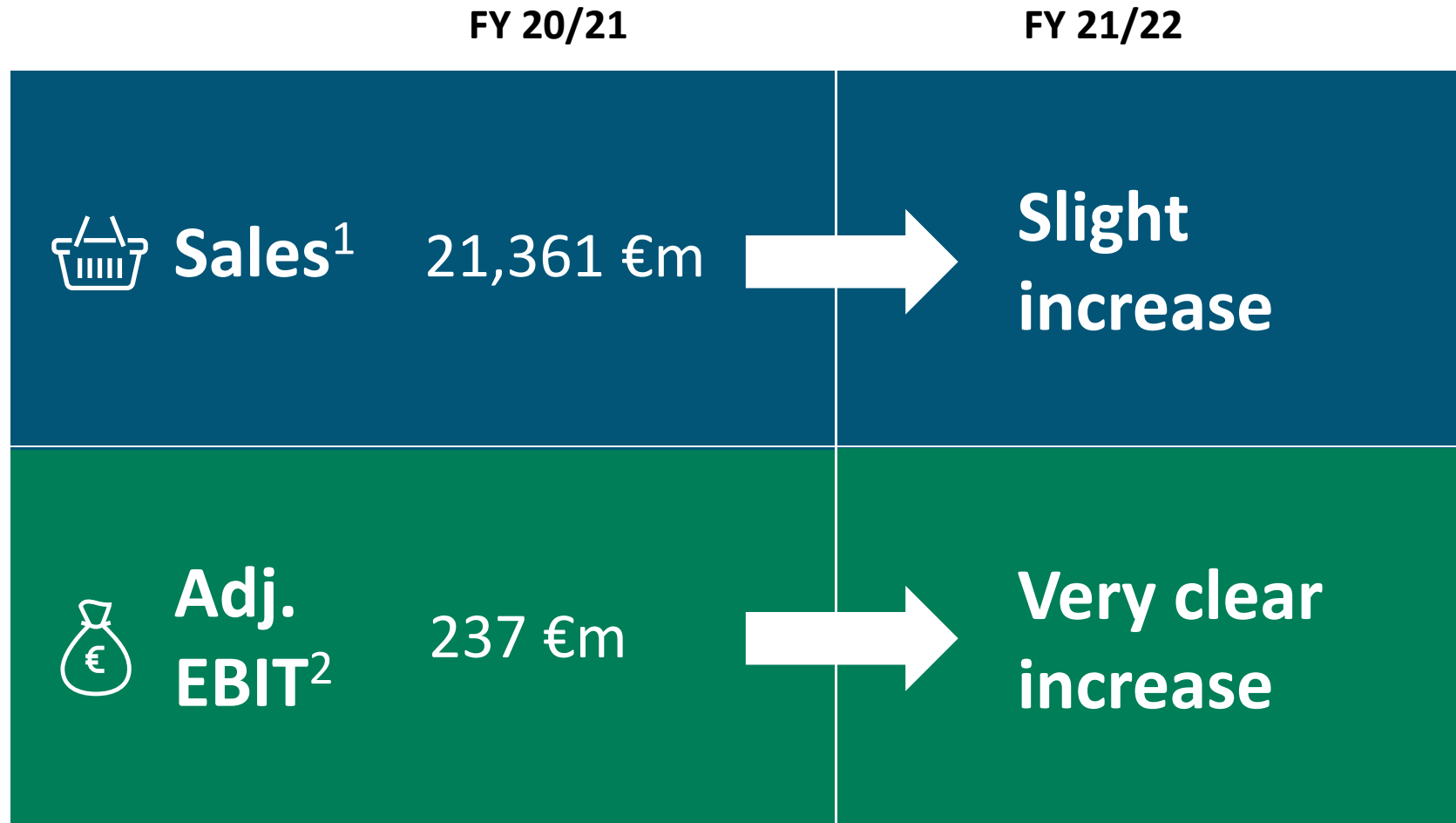
Volatile development due to COVID and related restrictions in recent quarters

Volatility driven by lockdowns & boosts from pent-up demand - Sales above pre-pandemic levels since Q4 20/21



¹Adj. for currency and portfolio change effects.

CECONOMY's outlook for FY 21/22



Key Assumptions

- ▶ Influence of the COVID-19 pandemic less harmful as in FY 20/21 (e.g. fewer and shorter closure of stores), availability of goods expected to normalize over the course of the year
- ▶ Inflation and war in Ukraine expected to weigh on consumer sentiment – but extent unclear
- ▶ Further drivers: elevated Services & Solutions contribution, recovery in goods margin and cost savings from efficient organizational structures

¹Adj. for currency and portfolio change effects. ²Excl. associates, adj. for portfolio changes and excl. non-recurring effects.
Note: Adj. EBIT will be reduced by low double-digit €m amount following cash-neutral change in German store director model (bonus payments instead of dividend).



In a nutshell

- ▶ Europe's largest CE retailer with strong brands and leading position in eight countries
- ▶ Proven resilience during challenging times; post-pandemic financing and liquidity secured by undrawn 1.06 €bn committed credit lines
- ▶ Simplified organizational structure implemented, Convergenta transaction completed with limited cash and debt components
- ▶ Omnichannel and relevance for customers are foundational for future growth
- ▶ Customer centricity and sustainability are at the core of our business model
- ▶ Prudent financial policy as DNA of our company

Q&A



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Financial calendar

**Q3/9M 21/22
results**

11 AUGUST 2022



**Q4/FY 21/22
trading statement**

26 OCTOBER 2022



**Q4/FY 21/22
results**

15 DECEMBER 2022



Upcoming events

**Commerzbank/ODDO BHF
Corporate Conference**

8 SEPTEMBER 2022



**Baader
Investment Conference**

20 SEPTEMBER 2022