Press Release

End of acceptance period: JD.com secures total shareholding of 70.9% in CECONOMY

- **Additional acceptance period begins on 14 November 2025 and expires on 27 November 2025 at 24:00 hours (Frankfurt am Main local time) / 18:00 hours (New York local time)**
- **The Management Board and Supervisory Board of CECONOMY consider the offer price of €4.60 per CECONOMY share in cash to be fair and adequate and recommend that all shareholders accept the offer**

Düsseldorf, 14 November 2025 – Following the end of the acceptance period on 10 November 2025, JD.com today announced that a total of 220,934,545 shares have been tendered into its voluntary public cash takeover offer for all outstanding shares of CECONOMY AG ("CECONOMY"), Europe's leading consumer electronics company. Subject to regulatory approvals, JD.com has secured a total shareholding of 70.9% of CECONOMY's share capital, including irrevocable tender commitments for approx. 32% of CECONOMY's share capital, including from Haniel, Beisheim, Freenet and Convergenta, and in combination with the retained stake of JD.com's future partner Convergenta. CECONOMY's founder family shareholder Convergenta will maintain a 25.35% shareholding following the public takeover offer.

CECONOMY shareholders, who have not yet accepted the offer, can still tender their CECONOMY shares during the two-week additional acceptance period, which will commence on 14 November 2025 and expire on 27 November 2025, at 24:00 hours (Frankfurt am Main local time) / 18:00 hours (New York local time). The offer price of €4.60 per CECONOMY share in cash represents a premium of 43% to the three-month volume-weighted average share price (3M VWAP) and a premium of 23% over the unaffected share price as of 23 July 2025.

Dr. Kai-Ulrich Deissner, CEO of CECONOMY, commented: "The partnership and offer are in the best interests of CECONOMY, its employees and also its shareholders. The acceptance rate of 45.5% is a clear testament to this. We therefore recommend that our shareholders who have not yet tendered their CECONOMY shares to act now and accept the offer in the additional acceptance period."

- Ends -

About CECONOMY and MediaMarktSaturn

CECONOMY AG simplifies life in the digital world. The company is a leader for concepts and brands such as MediaMarkt, MediaWorld and Saturn in the consumer electronics sector in Europe. The companies in the CECONOMY portfolio have billions of consumer contacts per year and offer products, services and solutions that make life in the digital world as easy and convenient as possible. MediaMarktSaturn is a leading brand in the consumer electronics business in Europe. In this way, they create added value for customers and investors alike.

For media resources please visit the following website: Footage (photo and film material MediaMarktSaturn). All images provided are the property of CECONOMY and are licensed for editorial use only. Photo credit must be attributed to CECONOMY in all publications.

About JD.com

JD.com is a global leading supply chain-based technology and service provider. The company's cutting-edge retail infrastructure seeks to enable consumers to buy whatever they want, whenever and wherever they want it. The company has opened its technology and infrastructure to partners, brands and other sectors, as part of its Retail as a Service offering to help drive productivity and innovation across a range of industries. JD.com's business has expanded across retail, technology, logistics, health, property development, industrials, private label, insurance and international business. Ranking 44 on the Fortune Global 500, JD.com is China's largest retailer by revenue. The company reported revenue of USD 158.8 billion (EUR 147.0 billion) in the financial year ended December 31, 2024. JD.com has been listed on NASDAQ since 2014, and on the Hong Kong Stock Exchange since 2020.

For media resources please visit https://jdcorporateblog.com/media-resources/

Disclaimer

This announcement is neither an offer to purchase nor a solicitation of an offer to sell shares in CECONOMY. Only the joint reasoned statement of the Management Board and Supervisory Board of CECONOMY is authoritative. The information in this announcement does not constitute explanations or additions to the statements in the joint reasoned statement. The offer itself as well as its final terms and conditions and further provisions concerning the offer are set out in detail in the offer document, the publication of which has been approved by the German Federal Financial Supervisory Authority (Bundesanstalt für Finanzdienstleistungsaufsicht, BaFin). Shareholders of CECONOMY are strongly advised to thoroughly read the offer document and all other relevant documents regarding the offer since they contain important information.

The offer will solely be subject to the laws of the Federal Republic of Germany and certain applicable provisions of securities law of the United States of America. Any agreement that is entered into as a result of accepting the offer will be exclusively governed by the laws of the Federal Republic of Germany and is to be interpreted in accordance with such laws.

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