

Press Release

End of additional acceptance period: JD.com secures total shareholding of 85.2% in CECONOMY at the end of the takeover offer

- Closing of the takeover offer is expected to take place in the first half of 2026, subject to outstanding foreign investment clearances and EU foreign subsidies clearance

Düsseldorf, 2 December 2025 – Following the end of the additional acceptance period on 27 November 2025, JD.com today announced that a total of 290,228,196 shares were 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 therefore secured 59.8% of the share capital of and voting rights in CECONOMY as part of its takeover offer. In combination with the retained stake of JD.com’s future partner Convergenta, this results in a total shareholding of 85.2% in CECONOMY. CECONOMY’s founder family shareholder Convergenta will maintain a 25.35% shareholding following the public takeover offer.

Dr. Kai-Ulrich Deissner, CEO of CECONOMY, commented: “We appreciate the strong response from shareholders who chose to accept JD.com’s offer based on our recommendation. This milestone brings us a step closer to creating the company we want to be in the future – for the benefit of our customers and employees. With JD.com as our partner, we will be able to accelerate CECONOMY’s current growth trajectory and further strengthen our position as Europe’s leading omnichannel platform for consumer electronics.”

Closing of the takeover offer is still subject to customary offer conditions, namely outstanding foreign investment clearances and EU foreign subsidies clearance and is expected to take place in the first half of 2026. Upon successful completion of the takeover offer, JD.com might pursue a delisting of CECONOMY. This step would be conducted in collaboration with CECONOMY’s management.

- Ends -

Press Release

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 152.8 billion) in the financial year ended December 31, 2024. In the nine months of the current financial year that ended on 30 September 2025, JD.com reported revenue of USD 134.4 billion (EUR 114.5 billion). JD.com has been listed on NASDAQ since 2014, and on the Hong Kong Stock Exchange since 2020.

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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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