

CECONOMY grows for the third year in a row in 2024/25 – Germany sees jump in profit

- Group sales grow by 5.7%¹ to €23.1 billion in the 2024/25 financial year
- Profitability continues to develop strongly; adjusted EBIT² rises for the eleventh consecutive quarter
- Free cash flow increases by 180% to €337 million
- Strategic growth areas achieve strong results and drive the company's success
- Online share³ rises to 26%
- Customer satisfaction reaches all-time high on an annual basis
- Outlook fulfilled and slightly exceeded

Düsseldorf, 17 December 2025 – CECONOMY AG (CECONOMY) and MediaMarktSaturn have had a successful financial year: they have continued to drive forward the implementation of their growth strategy – and that in a volatile and highly competitive environment. With a positive performance in the financial year 2024/25, the retail company is in an excellent position to achieve the medium-term goals it has set itself for the end of the financial year 2025/26.

Customers are in the focus – and this pays off

The key to success: a consistent focus on customer needs. This strategy is already bearing fruit – customer satisfaction has risen noticeably and reached a new record level of 61 points in the form of the Net Promoter Score (NPS) (FY 2023/24: 58).

Dr Kai-Ulrich Deissner, CEO of CECONOMY, looks back on the financial year: "This year makes us proud. CECONOMY is gradually developing into an omnichannel service platform. At the same time, we are maintaining our strengths in brick-and-mortar retail. Our strategy is working: growing sales, increasing profitability and, in some key areas, we have already achieved our medium-term goals. This is the result of consistent work. What makes me particularly happy is that our customers trust us more than ever. Our team is passionate about what it does. I would like to thank all my colleagues for their commitment!"

Solid financial results confirm strategy, guidance fulfilled

In the 2024/25 financial year, CECONOMY increased its sales by 5.7%¹ to €23.1 billion (FY 2023/24: €22.4 billion). Sales grew in all four quarters. In the fourth quarter, the company

¹ Currency- and portfolio-adjusted revenue growth, before IAS 29.

² Adjusted EBIT before non-recurring items, companies accounted for using the equity method and portfolio changes.

³ Including net merchandise value of the marketplace, before IAS 29.



generated sales of €5.5 billion (Q4 2023/24: €5.2 billion).

Adjusted EBIT² rose by €72 million year-on-year to €378 million (FY 2023/24: €305 million). In the fourth quarter, adjusted EBIT² reached €119 million (Q4 2023/24: €103 million). As a result, CECONOMY improved its profitability for the eleventh consecutive quarter. Liquidity also improved: free cash flow rose by 180% or €218 million to €337 million, driven by the improvement in the Group's operating result. CECONOMY's growth areas contributed significantly to this development, generating 36% of the entire group's gross profit for the year. The company was thus able to fully meet its own financial targets for the financial year. CECONOMY also significantly increased its profitability in the DACH region, driven primarily by its largest core market, Germany. The Group was able to maintain its market share despite a challenging environment. Market share was gained in six countries.

Remko Rijnders, CFO of CECONOMY, says: "Smart investments in our growth areas and continued strict cost discipline are paying off: we improved our margins in the past financial year while also strengthening our financing structure in the long term. This gives us the flexibility we need for further profitable growth. We are sticking to our strategy and expect another significant increase in profitability in 2025/26."

Every customer is unique – and treated as such

CECONOMY makes shopping more personal: with an individualised Shopping Experience, customers receive exactly the advice and support they need. The personalised service has already been successfully launched in four countries, with five more to follow shortly. In Germany, it is already available in all stores. At the same time, intelligent technologies ensure that every customer receives suitable offers and recommendations for a Shopping Experience that really suits them.

Modern stores for a better Shopping Experience

75% of the core stores in the company's portfolio have already been modernised. By the end of 2025/26, over 90% of all stores in the eleven countries are to shine in the new design. In Germany, the company rolled out the "Smart" store format this financial year and now operates seven stores based on this concept – smaller spaces in easily accessible locations with a selected range of products and a focus on services.

Online business continues to grow

In the 2024/25 financial year, online sales grew by 13.3%⁴ to around €5.7 billion (FY 2023/24: €5.1 billion). The online share³ of total sales was 26% in this period (FY 2023/24: 24%). A clear

⁴ Excluding portfolio effects, before IAS 29. Growth additionally adjusted for exchange rate effects.



sign that CECONOMY's strategic realignment towards a customer-oriented omnichannel platform is paying off.

Services & Solutions grew in all categories

The Services & Solutions business also continued to grow. Sales increased by 12.5% to €1.4 billion (FY 2023/24: €1.2 billion). The division recorded strong growth in all product categories, particularly in insurance.

Space-as-a-Service: Experience Zones and Entrance Statements in 700 stores

With its Space-as-a-Service offering, CECONOMY creates win-win situations: partners receive attractive presentation opportunities in high-traffic store areas, while customers benefit from an enhanced, innovative product experience. Experience Zones are already available in around 350 stores, and Entrance Statements in over 700 stores. The offering is being continuously expanded and extended to include further innovative partners.

Retail Media business grows

CECONOMY also recorded significant growth in the Retail Media business and expanded its range of products and solutions. Retail Media income amounted to €91 million in the 2024/25 financial year (FY 2024/25: €48 million). This growth area has thus significantly exceeded the target of €45 million for the 2025/26 financial year.

Marketplace continues to expand

Following its launch in Türkiye in October, the Marketplace is now available in eight countries. In the 2024/25 financial year, it generated Marketplace sales (Gross Merchandise Value) of €527 million. This represents an increase of 90% compared to the previous year. The company is now planning to roll out the Marketplace in Hungary and Switzerland. In addition, the range of products and services is to be expanded.

Private Label business boosted with prominent support

The Private Label business also grew in the past financial year: the share of Private Label products in total sales improved to 3.0% (FY 2023/24: 2.7%). In addition to the continuing high demand for accessories, celebrity collaborations were also growth drivers: the own brand KOENIC signed up star chef Tim Raue, Robbie Williams and the own brand PEAQ launched an audio line.

Investor agreement with JD.com for future growth

On 30 July, CECONOMY signed an investor agreement with JD.com, a leading global provider of supply chain technology and services and a brand platform. With this collaboration,



CECONOMY aims to accelerate its growth trajectory, capitalise on market opportunities and further expand its position as Europe's leading omnichannel platform for consumer electronics. The company expects the transaction to close in the first half of 2026. JD.com has secured a total stake of 85.2% in CECONOMY through a voluntary takeover bid.

Outlook: Sales and adjusted EBIT expected to continue to rise

CECONOMY intends to continue growing in the coming financial year: CECONOMY is expecting a moderate increase in currency-adjusted total sales in the financial year 2025/26. All segments are set to contribute to this development. The company expects to generate adjusted EBIT of around €500 million in the financial year 2025/26. The increase compared to the financial year 2024/25 will be driven by the DACH and Western/Southern Europe segments. This outlook assumes a stable macroeconomic environment, especially in the DACH segment.

About CECONOMY

CECONOMY AG simplifies life in the digital world. The company is a leader in consumer electronics in Europe with concepts and brands such as MediaMarkt, MediaWorld and Saturn. 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 enjoyable as possible. In this way, they create added value for customers and investors alike.

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