

Press release

CECONOMY subsidiary MediaMarktSaturn sells majority stake in Swedish business to Power Retail Sweden – partnership sets course for sustainable profitable growth in Sweden

- **Power Sweden to acquire a 100 per cent stake in MediaMarkt Sweden; MediaMarktSaturn will take a 20 per cent minority stake in Power Sweden**
- **Power Sweden to integrate MediaMarkt Sweden’s 29 stores and all its employees**
- **Stores will continue to operate as MediaMarkt until rebranding**

Düsseldorf, February 14, 2023 – MediaMarktSaturn, a subsidiary of CECONOMY AG, has signed a binding agreement regarding the sale of its Swedish business to north European consumer electronics retailer Power International AS (“Power”). Power Sweden AB (“Power Sweden”), a wholly owned subsidiary of Power, will acquire a 100 per cent stake in MediaMarkt Sweden. The deal includes the transfer of MediaMarkt Sweden’s 29 Stores and all its around 1,300 employees. In return, MediaMarktSaturn will receive a minority stake of 20 per cent in Power Sweden.

Dr Karsten Wildberger, CEO of CECONOMY and MediaMarktSaturn: “We are pleased to have found a promising solution for the further development of our Swedish business through the agreement with Power. In recent years, we have continuously invested in our business in Sweden and have built up a good market position. Together with Power, we have everything that is needed to grow sustainably and profitably from this position. The partnership with Power will strengthen our market penetration in Sweden and simultaneously open up growth opportunities in other north European countries. This is good news for our employees, customers and partners.”

Consumer electronics retailer Power is one of the fastest growing and most profitable companies in the retail market in the Nordic countries. It currently has both a brick-and-mortar and an online presence in Norway, Finland and Denmark, and operates as an online-only retailer in Sweden. Power achieved sales of €1.5 billion in the 2021 fiscal year, ranks second in the Norwegian market, and currently employs 4,700 people. Power Sweden’s online business achieved sales of €20 million in 2021.

“For Power, the Swedish market is the missing piece required to unlock new potential. The merger with MediaMarkt Sweden and the takeover of the local stores is the perfect opportunity for Power

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to also enter the Swedish market in the brick-and-mortar business as well as to complement and expand its existing online activities with a strong, stationary presence,” said Ronny Blomseth, CEO of Power International AS.

Until the changeover to the Power brand has been completed, MediaMarkt will continue to have an online and a stationary presence in Sweden. All guarantees and obligations to customers and suppliers will subsequently be assumed by Power and will remain in force as before.

MediaMarktSaturn entered the Swedish market in 2006. In the past fiscal year 2021/22, the company generated sales of €506 million. MediaMarkt Sweden currently ranks fourth in the overall Swedish market. In May 2022, a new flagship store – the most modern MediaMarkt in Sweden – was opened in the Mall of Scandinavia in Solna (Stockholm).

The deal is subject to approval by the competition authorities and is expected to be finalized in summer 2023. The transaction is likely to be reflected in a negative special item in CECONOMY’s consolidated financial statements for the 2022/23 fiscal year in the mid double-digit million range. As this is a portfolio measure, it will have no impact on the guidance-relevant adjusted EBIT of CECONOMY in the 2022/23 fiscal year.

About CECONOMY

CECONOMY AG makes it easier to live in the digital world. It is the leading company in Europe for concepts and brands in the consumer electronics sector. The companies in the CECONOMY portfolio have billions of consumer contacts each year and offer products, services and solutions that make living in the digital world as easy and enjoyable as possible. This helps them create added value for customers and for investors.

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