

Press release

## MediaMarktSaturn parent company CECONOMY continues its successful course

- Sales<sup>1</sup> up 1.3% in the second quarter of 2024/25, half-year figure at €12.8 billion (+5.9%)
- Profitability significantly increased, adjusted EBIT<sup>2</sup> increased to €289 million (+14.3%) in the first half of the year
- Strategic growth areas deliver sustainably strong results
- Online share<sup>3</sup> rises to over 27% in the first half of the year, 24.9% in the second quarter
- Customer satisfaction increases by four points compared to the previous year

**Düsseldorf, 15 May 2025** - CECONOMY AG (CECONOMY) and MediaMarktSaturn are continuing their positive business performance in a challenging and highly competitive environment: The company significantly increased its profitability and gained market share. All growth areas continue to develop positively - from Services & Solutions, Retail Media and Private Label to its own Marketplace.

"For the ninth time in a row, we are growing sustainably and improving our profitability – this is proof that our strategy is successful and is being implemented consistently. Our growth businesses are developing strongly. We create tailor-made offers that tangibly provide our customers with added value. All with the aim of further increasing customer satisfaction. The use of data is playing an increasingly important role in this - it enables us to provide individual offers and address customers even more precisely. This is the future of retail, and we are ideally positioned to actively shape it," says Dr. Kai-Ulrich Deissner, CEO of CECONOMY, who is managing the company on an interim basis.

### Continuously on course for growth

In Q2 2024/25, CECONOMY increased sales by 1.3%<sup>4</sup> to €5.2 billion (Q2 2023/24: €5.3 billion). In the first half of the year, the company recorded sales growth of 5.9%<sup>4</sup> to €12.8 billion (H1 2023/24: €12.3 billion). Adjusted EBIT<sup>5</sup> increased by over 80% year-on-year to €10 million in the second quarter (Q2 2023/24: €5 million). In the first half of the year, it increased by 14.3% to €289 million (H1 2023/24: €253 million). CECONOMY thus improved

<sup>1</sup> Currency and portfolio-adjusted sales growth, before IAS 29.

<sup>2</sup> Adjusted EBIT before non-recurring effects, companies accounted for using the equity method and portfolio changes.

<sup>3</sup> Including net merchandise value of the Marketplace.

<sup>4</sup> Currency and portfolio-adjusted sales growth, before IAS 29.

<sup>5</sup> Adjusted EBIT before non-recurring effects, companies accounted for using the equity method and portfolio changes.

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its profitability for the ninth consecutive quarter. The company therefore is on track to achieve the communicated mid-term targets. CECONOMY's growth areas are making a significant contribution to this development and already generate around one third of the gross profit of the entire company.

"All strategic growth businesses are increasing and are thus driving the improvement in our gross margin. We are focusing on strict cost discipline and adapting quickly to market changes. This allows us to make targeted investments in future topics while remaining economically stable," says Remko Rijnders, the temporarily appointed CFO of CECONOMY.

### **Seamless Shopping Experience: online business boosts omnichannel success**

CECONOMY's strategic transformation from a traditional retailer to a customer-oriented omnichannel service platform is bearing fruits. In the second quarter of 2024/25, online sales grew by 7.4%<sup>6</sup> to just under €1.3 billion. Online share of total sales in this period was at 24.9%<sup>7</sup>. This development even accelerated over the first half of the year: online sales rose by 12.5%<sup>6</sup> to €3.3 billion. Online accounted for 27.1%<sup>7</sup> of total sales in the first half of the year – significantly more than in the same period last year (24.9%).

Growth areas such as Services & Solutions, Marketplace, Retail Media, Space-as-a-Service and Private Label contribute to achieving strong results despite a challenging and volatile market environment.

### **Services & Solutions: sales increase by 7.0%**

In the highly profitable Services & Solutions business, a cornerstone of the corporate strategy, CECONOMY increased sales by 7.0% to €305 million in the second quarter (Q2 2023/24: €288 million). Among other things, the extended warranty offers performed well.

### **Space becomes a product: "Space-as-a-Service" creates new sources of income**

CECONOMY is tapping into a promising business segment with its "Space-as-a-Service" concept. The company rents out sales areas within its stores to partner companies, who present their products and services there. This strategic use of existing space complements the core product range and creates additional points of attraction for customers. The corresponding demand from manufacturers is increasing continuously.

<sup>6</sup> Excluding portfolio effects, before IAS 29. Growth additionally adjusted for exchange rate effects.

<sup>7</sup> Including net merchandise value of the Marketplace.

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### **Retail Media continues to grow**

CECONOMY also recorded significant growth in the Retail Media segment and is continuously expanding its range of products and solutions internationally. The Retail Media service portfolio includes digital and physical advertising space, data-supported targeting and analysis tools that enable brand partners to address their target groups precisely and benefit from the growing reach of MediaMarktSaturn's sales channels.

### **Marketplace with sustained upward trend**

Currently, more than 1,600 sellers offer over 2.3 million products on the Marketplace. Marketplace sales (Gross Merchandise Value) increased by almost 90% compared to the same quarter of the previous year. In the second quarter of 2024/25, CECONOMY successfully launched the Marketplace in Belgium. With this strategic expansion, it is now available in a total of six countries.

### **Target for the number of more sustainable products in the range achieved early on**

Sustainability is a cornerstone of CECONOMY's strategy and is firmly anchored in its corporate values. The company aims to create a special shopping experience and raise awareness of sustainability at the same time. In the second quarter of 2024/25, more sustainable products (BetterWay) achieved a 26% share of sales – an increase of 11 percentage points. With around 7,300 BetterWay products currently in its assortment, CECONOMY has now achieved its communicated target for 2025/26 ahead of schedule.

### **Customer satisfaction increases again**

CECONOMY and MediaMarktSaturn are focusing on continuously improving the customer experience and customer satisfaction (measured by the NPS = Net Promoter Score). In the second quarter, the NPS reached 61 points, an increase of 4 points compared to the same period last year. The company is making good progress with the ongoing roll-out of the concept for more individual customer advice - Personalized Service - in Germany, Spain and Austria, which is also contributing to increased customer satisfaction.

### **Long-term financing structure secured**

In March, CECONOMY successfully concluded a new ESG-linked revolving credit facility in the amount of €900 million, which replaces the existing credit lines that have not been drawn at any time. The new credit line serves as a back-up and has a term of three years

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with the option of two one-year extensions.

### **Outlook remains unchanged: Moderate increase in currency- and portfolio-adjusted total sales and clear increase in adjusted EBIT**

CECONOMY intends to continue its growth. The company expects a moderate increase in currency- and portfolio-adjusted total sales. All segments are set to contribute to this. Adjusted EBIT, on the other hand, is expected to improve clearly. The expected improvement in adjusted EBIT is attributable to the DACH and Western/Southern Europe segments.

### **About CECONOMY**

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. In this way, they create added value for customers and investors alike.

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