

Press release

## MediaMarktSaturn parent company CECONOMY accelerates growth path

- Sales<sup>1</sup> grow by 5.1% in the third quarter of FY 2024/25 to €4.8 billion
- Profitability develops dynamically; adjusted EBIT<sup>2</sup> increases by +27.8% to €258 million in the first nine months
- All strategic growth areas achieve strong results
- Online share<sup>3</sup> rises to 26.4% in the first nine months
- Customer satisfaction reaches an all-time high in the third quarter

**Düsseldorf, 12 August 2025** – CECONOMY AG (CECONOMY) and MediaMarktSaturn continue their successful course in a volatile and highly competitive environment. In the first nine months of 2024/25, the Group increased its profitability significantly faster than in previous years. All strategic growth areas delivered strong results: Services & Solutions, Retail Media, Private Label, and Marketplace all developed successfully. To further accelerate growth, the company recently announced a partnership and the signing of an investment agreement with JD.com, a global leader in technology and supply chain services as well as a brand platform.

Dr. Kai-Ulrich Deissner, CEO of CECONOMY, says: “In the third quarter, we increased our profitability for the tenth consecutive time and accelerated our pace. Our growth areas are developing dynamically, with bold campaigns and offers that provide real added value to our customers. This positive development confirms our strategic direction: We are on the right track and will continue with great determination and a clear focus on customer needs. That is our promise for the future.”

### Successful growth path, accelerated profitability after first nine months

In Q3 2024/25, CECONOMY increased sales by 5.1%<sup>1</sup> to €4.8 billion (Q3 2023/24: €4.9 billion<sup>4</sup>). Over nine months, the company recorded sales growth of 5.5%<sup>1</sup> to €17.6 billion (9M 2023/24: €17.2 billion). Adjusted EBIT<sup>2</sup> rose by €20 million year-on-year to -€31 million (Q3 2023/24: -€51 million). The negative EBIT is in line with the typical seasonal business

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

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

<sup>3</sup> Including Net Merchandise Value of the Marketplace, before IAS 29.

<sup>4</sup> Despite lower reported sales compared to the previous year, currency-adjusted sales increased; the decline is mainly due to the application of IAS 29 in Türkiye and the developments in exchange rate and inflation rate there.

## Press release

pattern, partly due to lower consumer spending during the summer months. Nevertheless, the Group was able to increase adjusted EBIT in the first nine months by 27.8% to €258 million (9M 2023/24: €202 million). This marks the tenth consecutive quarter of improved profitability. The company is thus on track to achieve its communicated mid-term targets. CECONOMY's growth areas contributed significantly to this development, generating almost 40% of the Group's gross profit in the third quarter.

Remko Rijnders, CFO of CECONOMY, says: "We are generating sales growth on all channels in the third quarter. At the same time, we are significantly improving our gross margin, especially in the two strategic growth areas Services & Solutions and Retail Media. With consistent cost discipline and high adaptability, we are laying the foundation for further sustainable and profitable growth."

### Online business as a growth driver

CECONOMY's strategic realignment from a traditional retailer to a customer-centric omnichannel platform is paying off. In the third quarter 2024/25, online sales grew by 12.2%<sup>5</sup> to around €1.1 billion. The online share of total sales during this period was 24.6%<sup>3</sup>. In the first nine months, online sales increased by 12.3%<sup>5</sup> to €4.5 billion. Online accounted for 26.4%<sup>3</sup> of total sales in this period - significantly more than in the previous year (24.2%).

### Success in Services & Solutions

In the high-margin Services & Solutions business, CECONOMY increased sales by 9.8%<sup>1</sup> to €309 million in the third quarter (Q3 2023/24: €288 million). The company grew, among other things, through its offerings in warranty extensions and financing.

### Retail Media business continues to expand

CECONOMY also recorded significant growth in Retail Media and is continuously expanding its range of products and solutions. The portfolio ranges from digital advertising spaces to in-store advertising, which is already available in eight countries.

### Marketplace shows continued strength

Currently, almost 1,900 sellers offer over 2.8 million products on the Marketplace. Marketplace sales (Gross Merchandise Value) increased by more than 90% compared to the previous year's quarter. In new product categories such as fitness and e-mobility, the

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<sup>5</sup> Without portfolio effects, before IAS 29. Growth additionally adjusted for currency effects.

## Press release

Group was even able to double Marketplace sales. In the third quarter of financial year 2024/25, CECONOMY successfully launched the Marketplace in Poland. With this strategic expansion, the Marketplace is now available in a total of seven countries.

### **Private Label business: growth and celebrity partnerships**

The Private Label business also recorded growth in the third quarter. CECONOMY relies, among other things, on strategic partnerships in this area. In addition to the collaboration between the Private Label KOENIC and star chef Tim Raue, the exclusive audio collection “PEAQ by Robbie Williams” will launch this summer with an initial six products. The line, developed jointly with the artist, expands the PEAQ Private Label portfolio.

### **Customer satisfaction rises again**

CECONOMY and MediaMarktSaturn focus on continuously improving the customer experience and satisfaction (measured by NPS = Net Promoter Score). In the third quarter, the NPS reached an all-time high of 63 points, an increase of 2 points compared to the previous year. Various measures contribute to this positive development, such as the continuous expansion of the “Personalised Services” concept for more individualised customer advice. In addition, since May, a new AI-based software has been supporting customer service in all countries, resolving customer issues faster and more precisely.

### **Operational performance and tax optimisation pay off**

Free cash flow in the third quarter was -€92 million, an increase of €132 million compared to the previous year. This positive development is the result of improved operational performance as well as tax optimisations, which further strengthen the company’s financial stability.

### **Specified outlook: moderate increase in currency- and portfolio-adjusted total sales and adjusted EBIT of around €375 million**

On 16 July 2025, CECONOMY specified its outlook for financial year 2024/25. The company still expects a moderate increase in currency- and portfolio-adjusted total sales, with all segments contributing to sales growth. Adjusted EBIT is expected to rise to around €375 million. The anticipated improvement is mainly attributable to the DACH and Western/Southern Europe segments.

## Press release

### 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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